US009245037B2

(12) **United States Patent**
**Stouffer et al.**

(10) **Patent No.: US 9,245,037 B2**
(45) **Date of Patent: Jan. 26, 2016**

(54) **NAVIGABLE WEBSITE ANALYSIS ENGINE**

(71) Applicants: **Scott A. Stouffer**, Bradenton, FL (US); **Maura D. Stouffer**, Bradenton, FL (US)

(72) Inventors: **Scott A. Stouffer**, Bradenton, FL (US); **Maura D. Stouffer**, Bradenton, FL (US)

(73) Assignee: **Mainwire LLC.**, El Dorado, Panama (PA)

( * ) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **13/845,651**

(22) Filed: **Mar. 18, 2013**

(65) **Prior Publication Data**

US 2013/0282691 A1 Oct. 24, 2013

**Related U.S. Application Data**

(63) Continuation of application No. 12/273,004, filed on Nov. 18, 2008, now Pat. No. 8,447,751.

(60) Provisional application No. 60/988,810, filed on Nov. 18, 2007.

(51) **Int. Cl.**
***G06F 17/30*** (2006.01)

(52) **U.S. Cl.**
CPC ..... ***G06F 17/30867*** (2013.01); ***G06F 17/3089*** (2013.01); ***G06F 17/30864*** (2013.01)

(58) **Field of Classification Search**
CPC ..... G06F 17/30; G06F 17/89; G06F 17/899
USPC ..... 707/709
See application file for complete search history.

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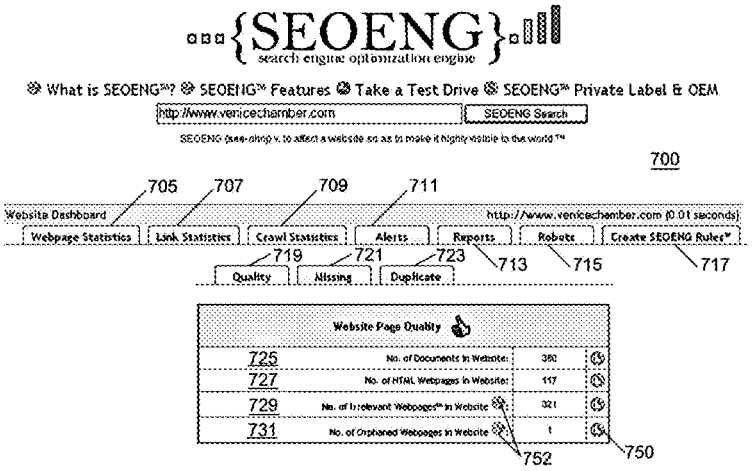
*Primary Examiner* — Brittany N Allen
(74) *Attorney, Agent, or Firm* — Banner & Witcoff, Ltd.

(57) **ABSTRACT**

An optimization engine allows website publishers and other network document publishers to view and navigate statistics and scoring methodologies of a search engine. Publishers may thus gain a better understanding of how their website or network document is scored and how to optimize those documents to increase a search engine score. The user is thus able to navigate the network from the perspective of a search engine, viewing webpages, websites, and links in the same way a search engine would analyze them. Upon making changes to a website or network document, publishers may further request on-demand re-crawling of their website or network document to view changes in the score. Alerts may also be activated by a user to notify the user when certain conditions are met.

**33 Claims, 61 Drawing Sheets**



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| 2008/0243787 | A1 | 10/2008 | Stading | |
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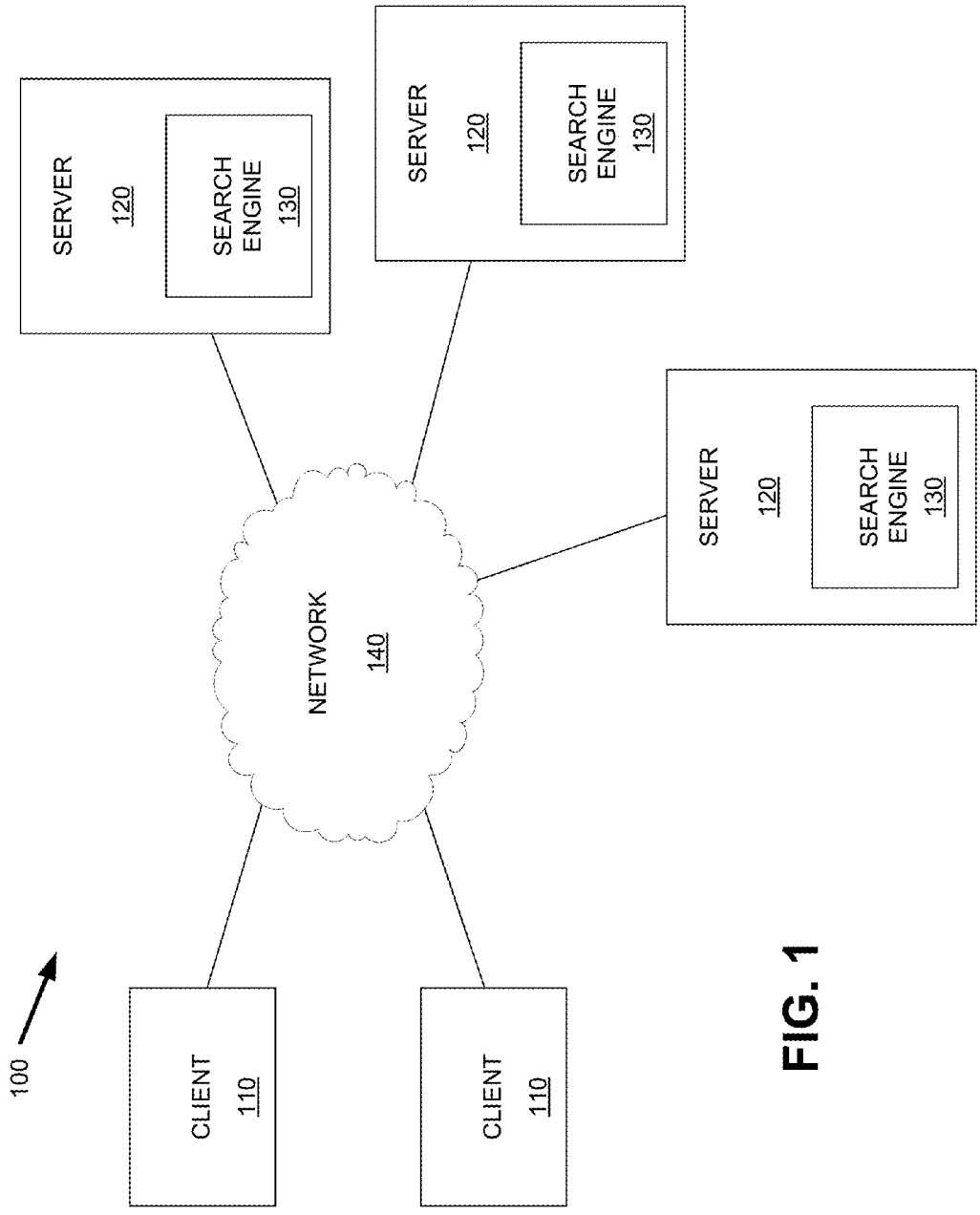
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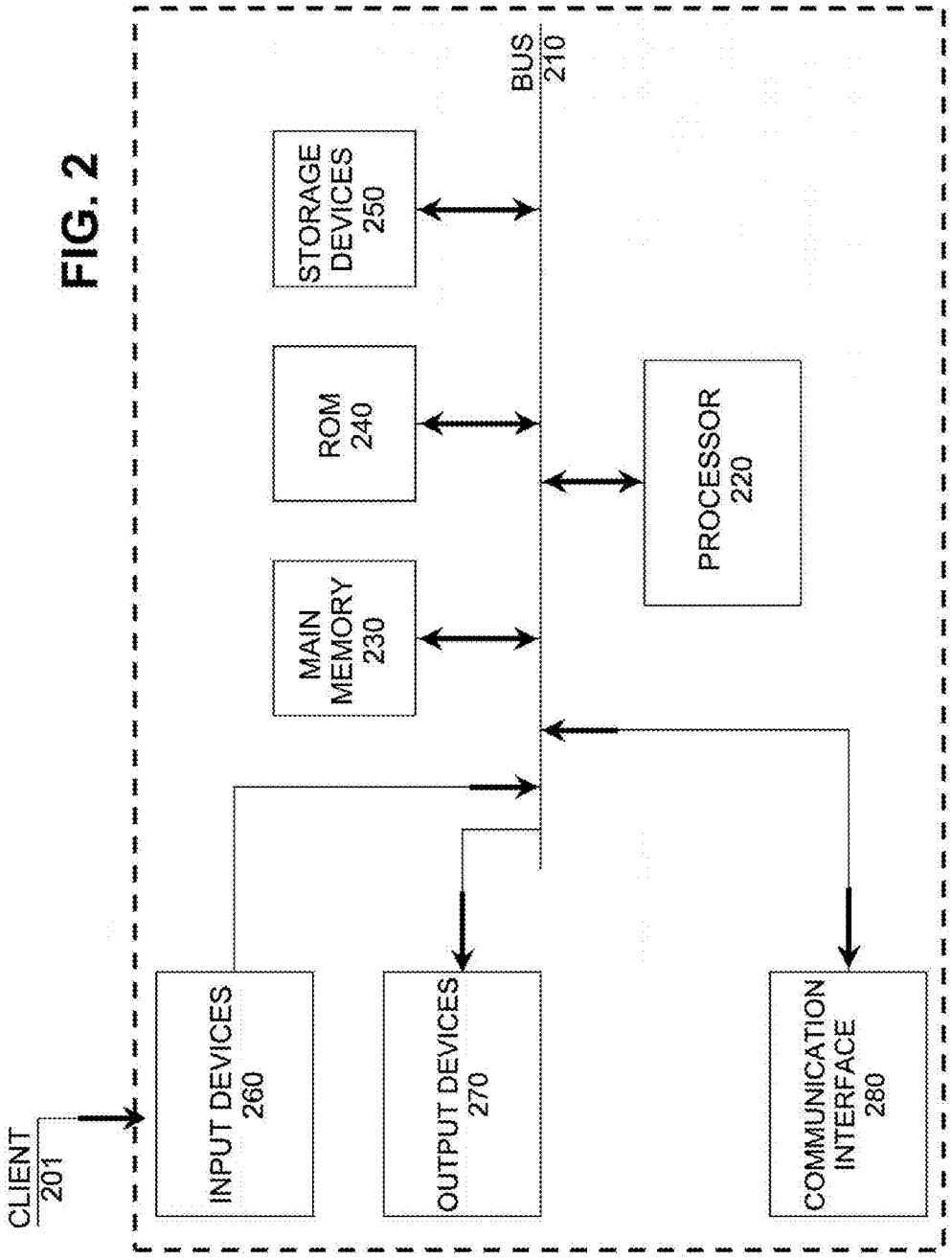
120
SEARCH ENGINE
130
SERVER
120
SEARCH ENGINE
130
SERVER
120
SEARCH ENGINE
130
NETWORK
140
CLIENT
110
CLIENT
110
100

FIG. 1

FIG. 2


CLIENT
201
INPUT DEVICES
260
OUTPUT DEVICES
270
COMMUNICATION INTERFACE
280
MAIN MEMORY
230
ROM
240
STORAGE DEVICES
250
BUS
210
PROCESSOR
220

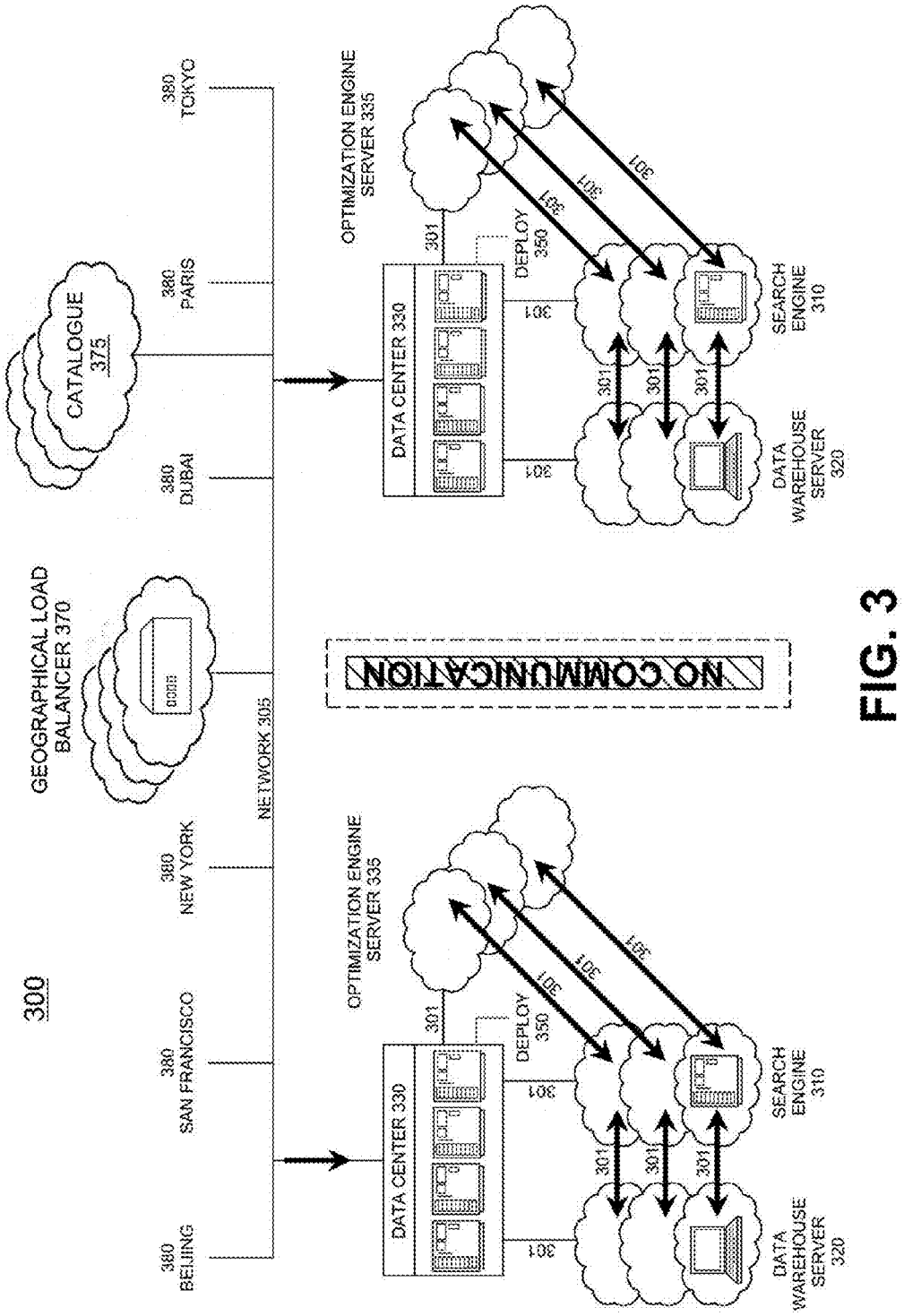

300
GEOGRAPHICAL LOAD BALANCER 370
CATALOGUE 375
380 BEIJING
380 SAN FRANCISCO
380 NEW YORK
380 DUBAI
380 PARIS
380 TOKYO
NETWORK 305
NO COMMUNICATION
DATA CENTER 330
OPTIMIZATION ENGINE SERVER 335
DEPLOY 350
SEARCH ENGINE 310
DATA WAREHOUSE SERVER 320
301
DATA CENTER 330
OPTIMIZATION ENGINE SERVER 335
DEPLOY 350
SEARCH ENGINE 310
DATA WAREHOUSE SERVER 320
301

FIG. 3

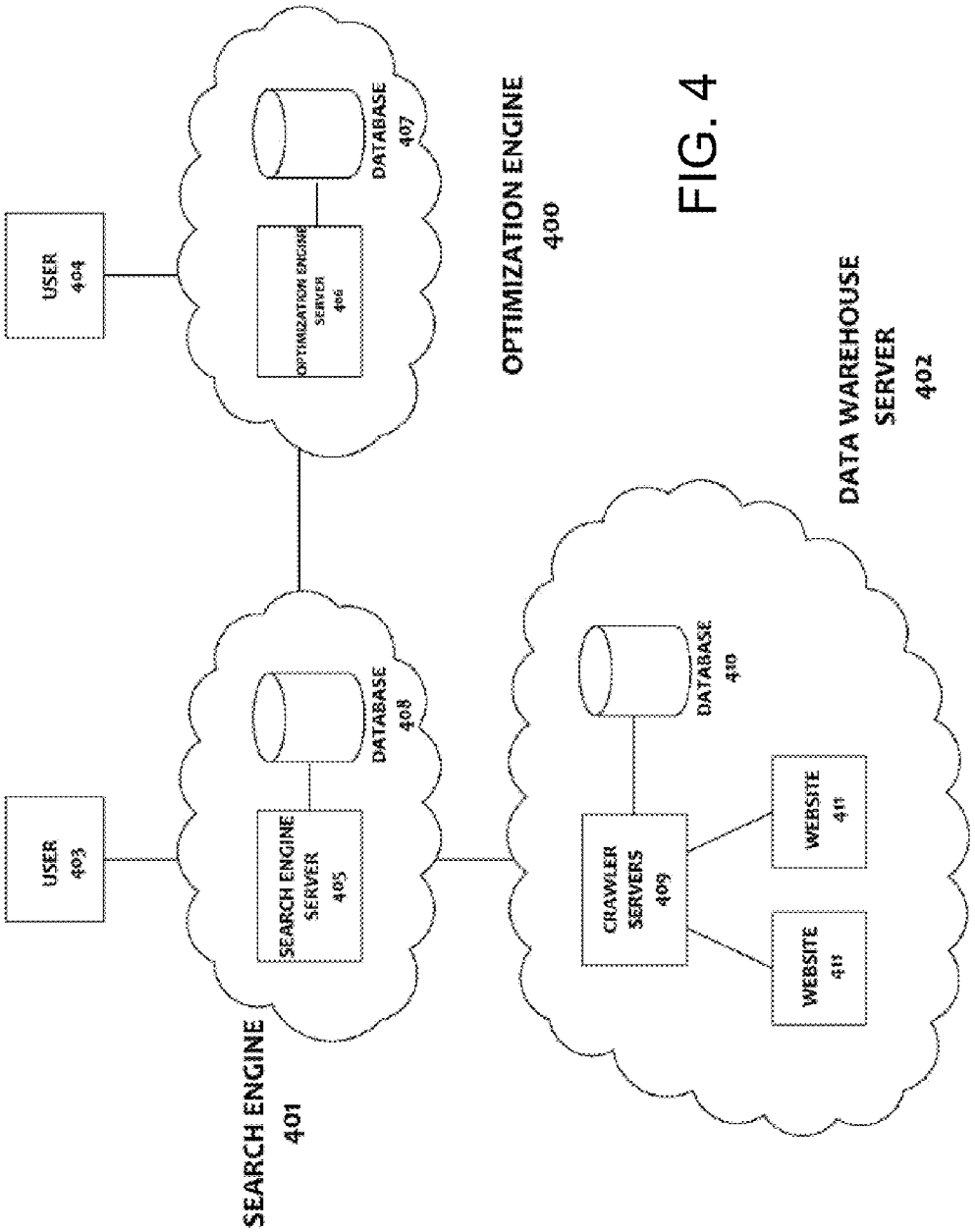

USER
404
DATABASE
407
OPTIMIZATION ENGINE SERVER
406
OPTIMIZATION ENGINE
400
USER
403
DATABASE
408
SEARCH ENGINE SERVER
405
SEARCH ENGINE
401
DATABASE
410
CRAWLER SERVERS
409
WEBSITE
411
WEBSITE
411
DATA WAREHOUSE SERVER
402

FIG. 4

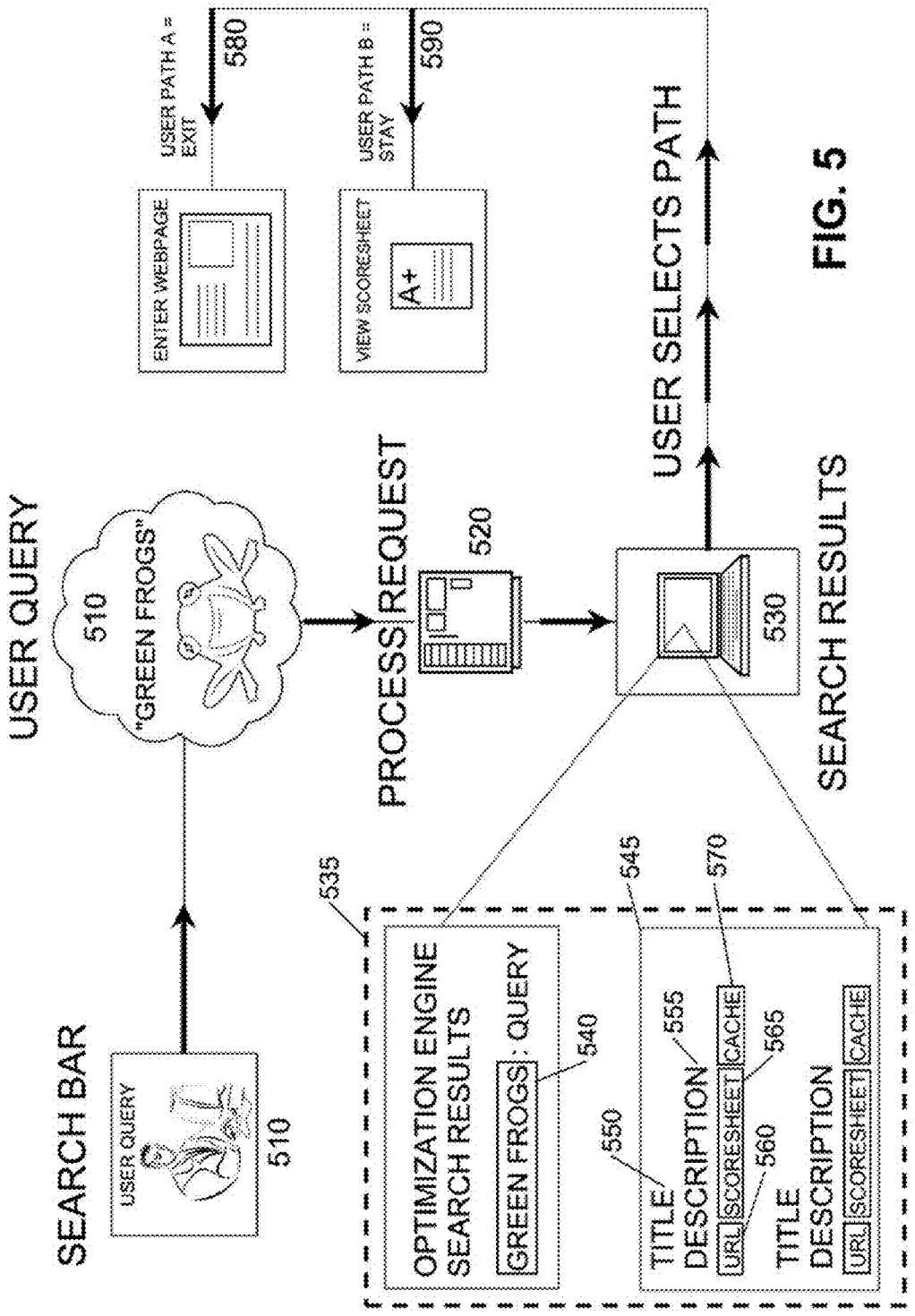

SEARCH BAR
USER QUERY
510
USER QUERY
510
"GREEN FROGS"
PROCESS REQUEST
520
530
USER SELECTS PATH
SEARCH RESULTS
USER PATH A = EXIT
580
ENTER WEBPAGE
USER PATH B = STAY
590
VIEW SCORESHEET
A+
535
OPTIMIZATION ENGINE
SEARCH RESULTS
GREEN FROGS: QUERY
540
545
550
TITLE
DESCRIPTION
555
URL
SCORESHEET
CACHE
570
560
565
TITLE
DESCRIPTION
URL
SCORESHEET
CACHE

FIG. 5

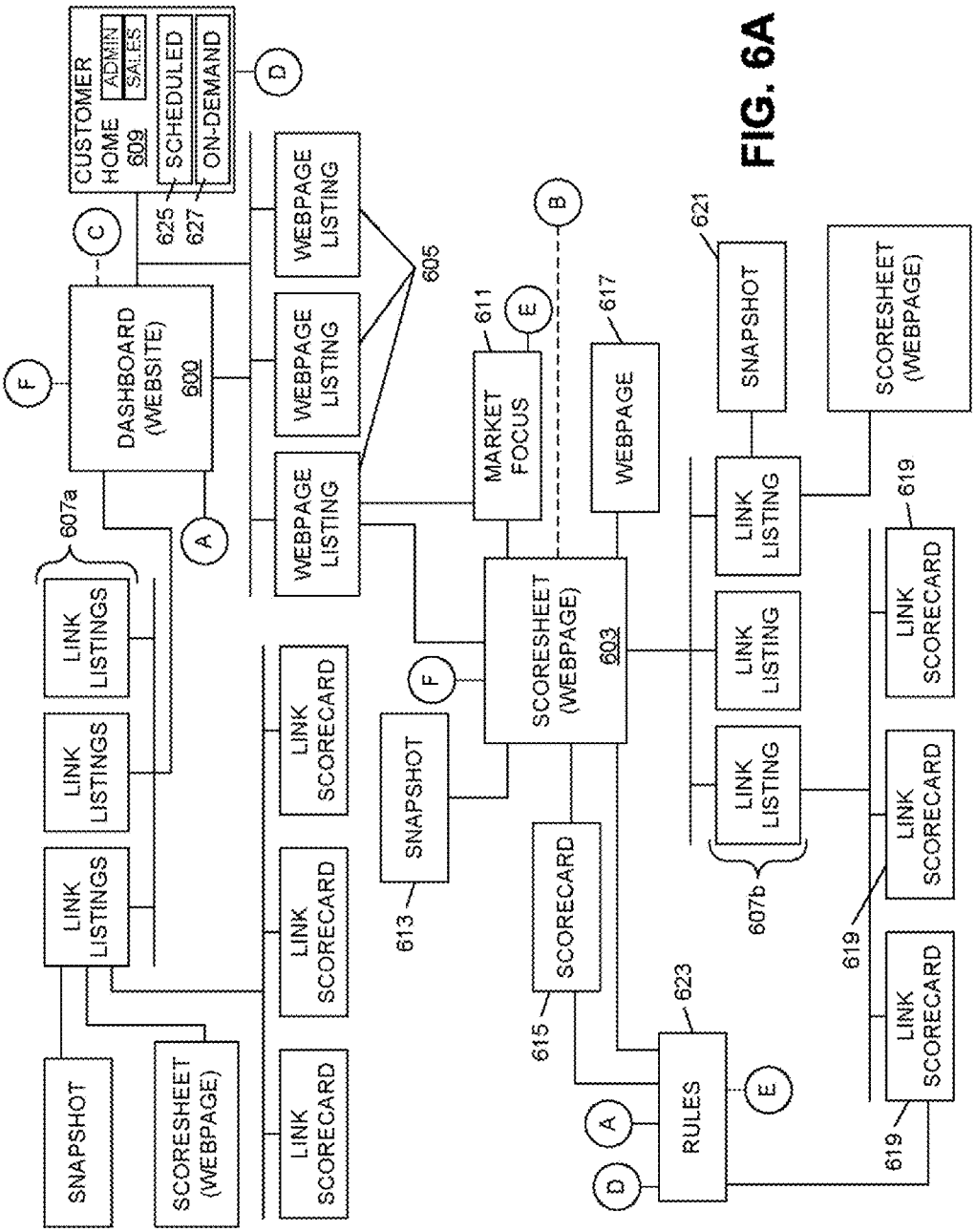

CUSTOMER HOME 609
ADMIN
SALES
SCHEDULED
ON-DEMAND
625
627
DASHBOARD (WEBSITE) 600
WEBPAGE LISTING
WEBPAGE LISTING
WEBPAGE LISTING
605
MARKET FOCUS
611
WEBPAGE
617
SNAPSHOT
621
SCORESHEET (WEBPAGE)
SCORESHEET (WEBPAGE) 603
LINK LISTINGS
LINK LISTINGS
LINK LISTINGS
607a
LINK LISTING
LINK LISTING
LINK LISTING
607b
LINK SCORECARD
LINK SCORECARD
LINK SCORECARD
619
SNAPSHOT
613
SCORECARD
615
RULES
623
SNAPSHOT
SCORESHEET (WEBPAGE)
LINK SCORECARD
LINK SCORECARD
LINK SCORECARD
619
A
B
C
D
E
F

FIG. 6A

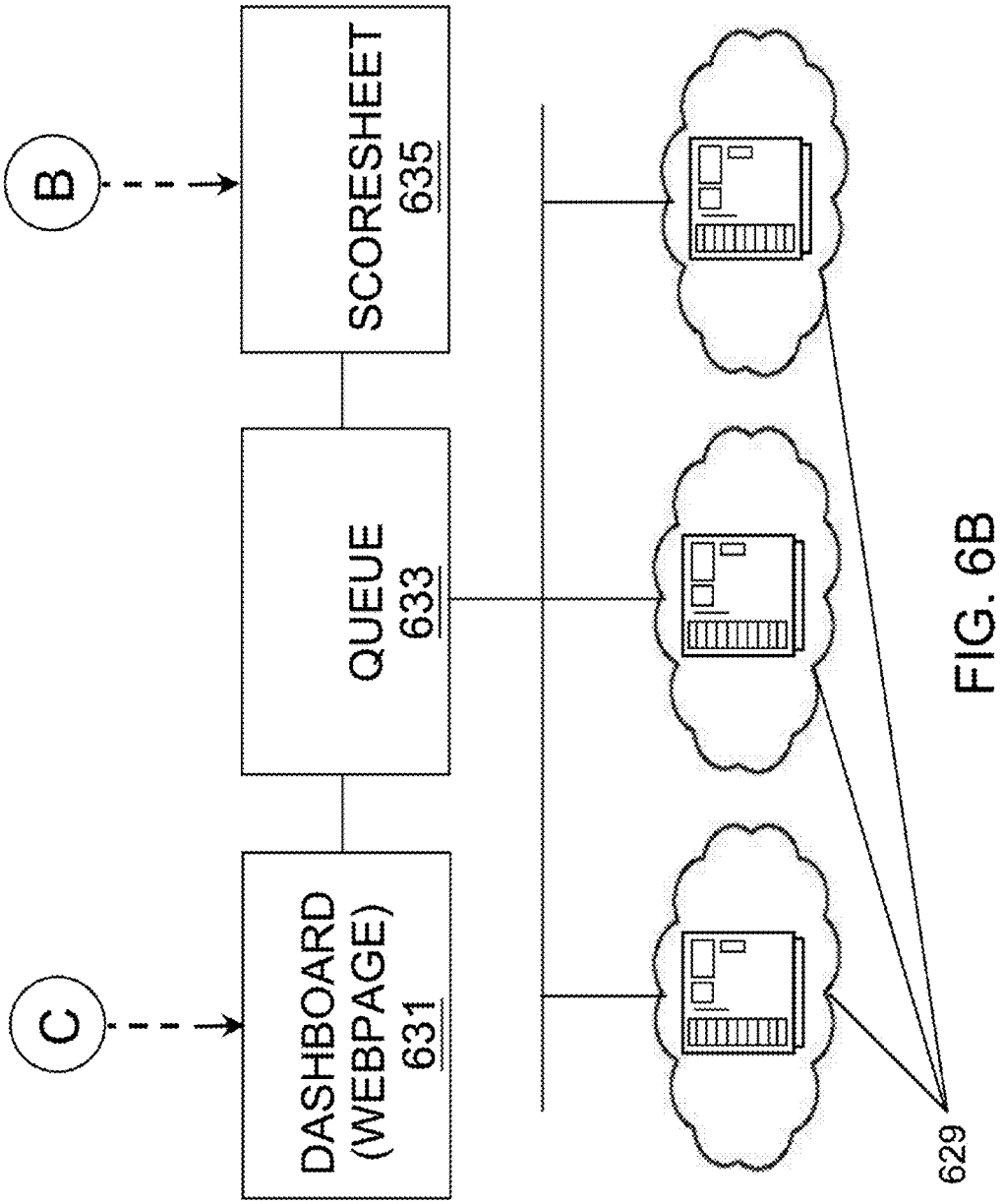
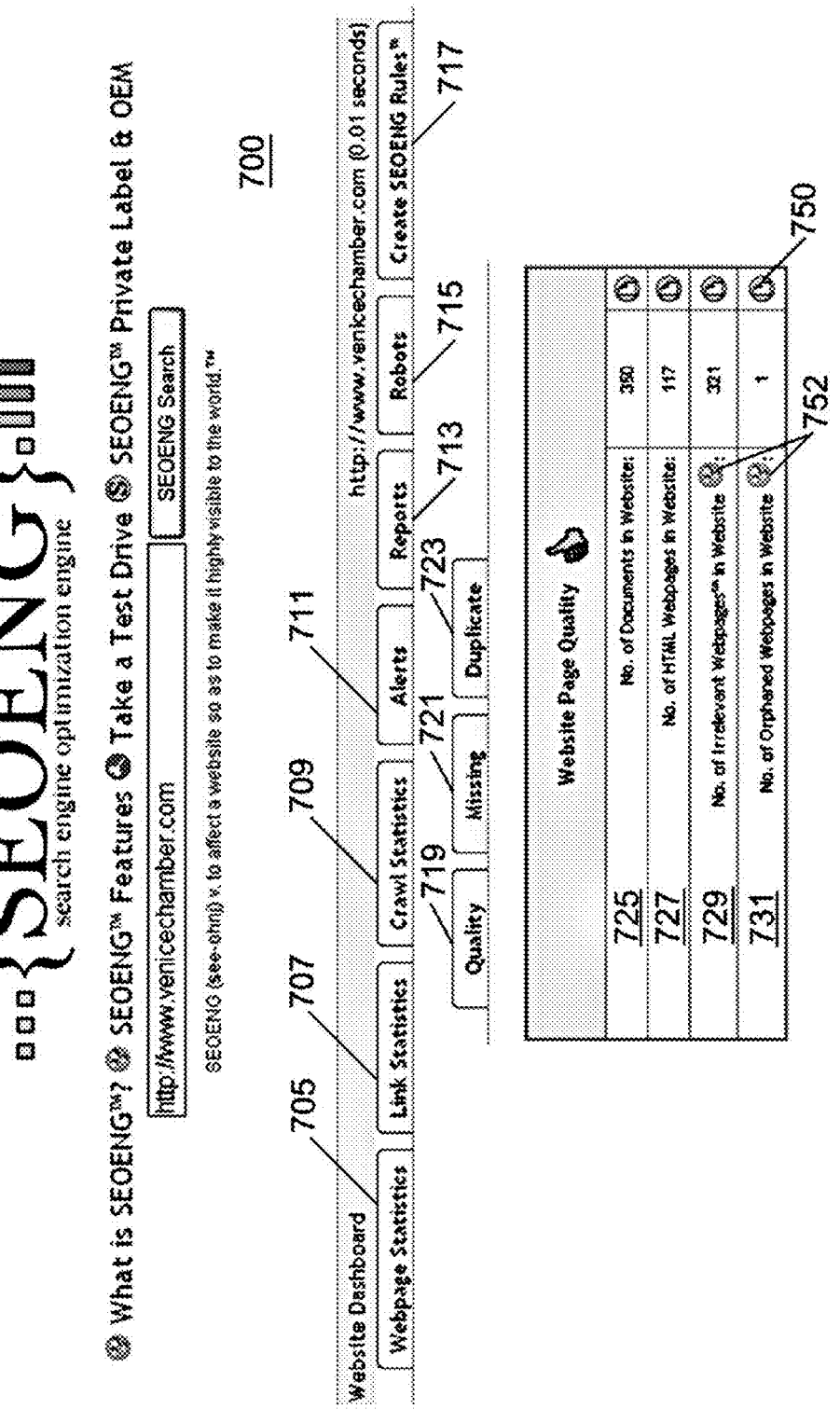



FIG. 6B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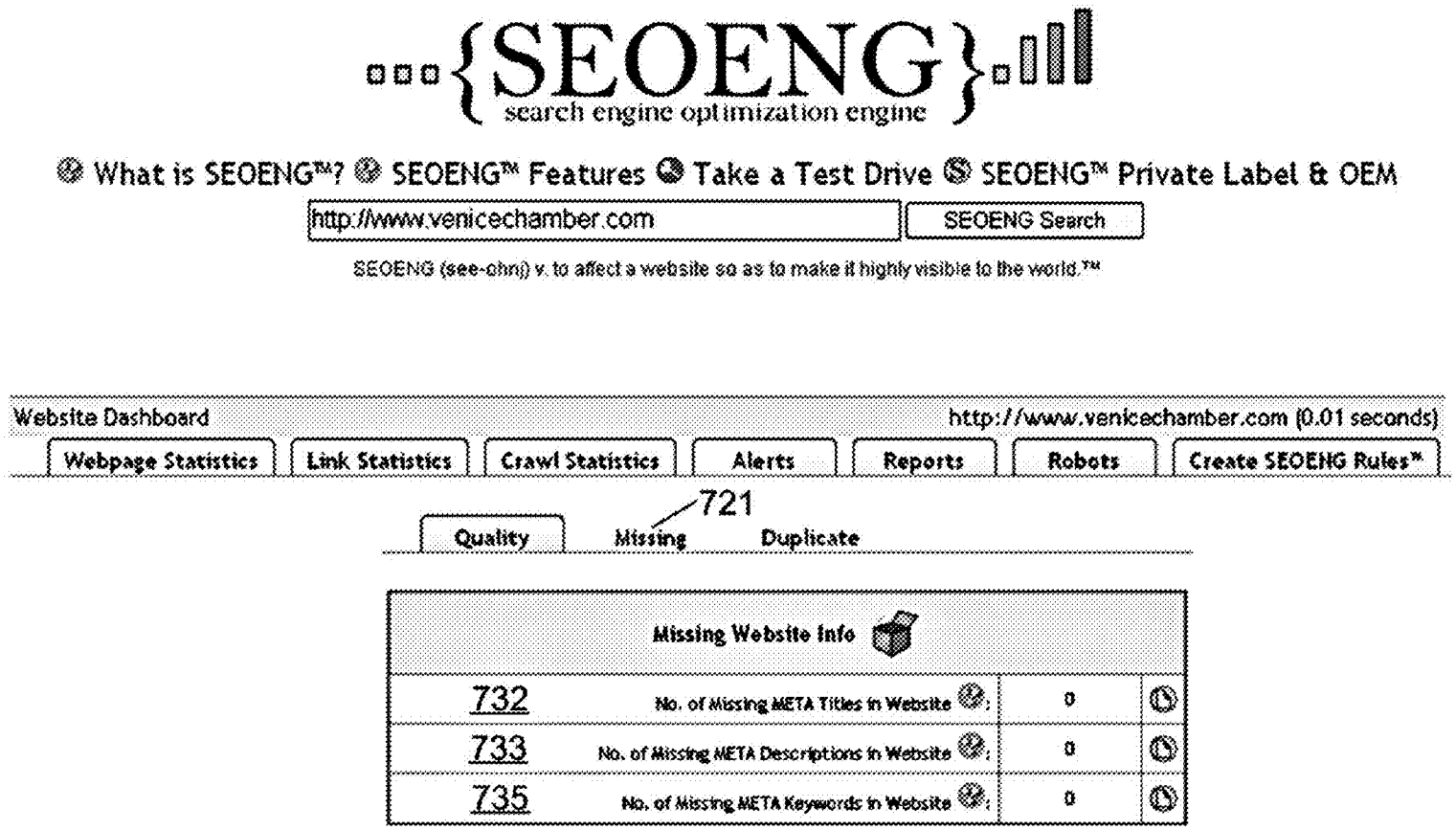
search engine optimization engine
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://www.venicechamber.com
SEOENG Search
SEOENG (see-ahnj) v. to affect a website so as to make it highly visible to the world.™
700
http://www.venicechamber.com (0.01 seconds)
Website Dashboard
Webpage Statistics
Link Statistics
Crawl Statistics
Alerts
Reports
Robots
Create SEOENG Rules™
Quality
Missing
Duplicate
705
707
709
711
713
715
717
719
721
723
Website Page Quality
725 No. of Documents in Website: 350
727 No. of HTML Webpages in Website: 117
729 No. of Irrelevant Webpages™ in Website: 321
731 No. of Orphaned Webpages in Website: 1
750
752

FIG. 7A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search engine optimization engine
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://www.venicechamber.com
SEOENG Search
SEOENG (see-ohn) v. to affect a website so as to make it highly visible to the world.™
Website Dashboard
http://www.venicechamber.com (0.01 seconds)
Webpage Statistics
Link Statistics
Crawl Statistics
Alerts
Reports
Robots
Create SEOENG Rules™
721
Quality
Missing
Duplicate
Missing Website Info
732
No. of Missing META Titles in Website
0
733
No. of Missing META Descriptions in Website
0
735
No. of Missing META Keywords in Website
0

FIG. 7B

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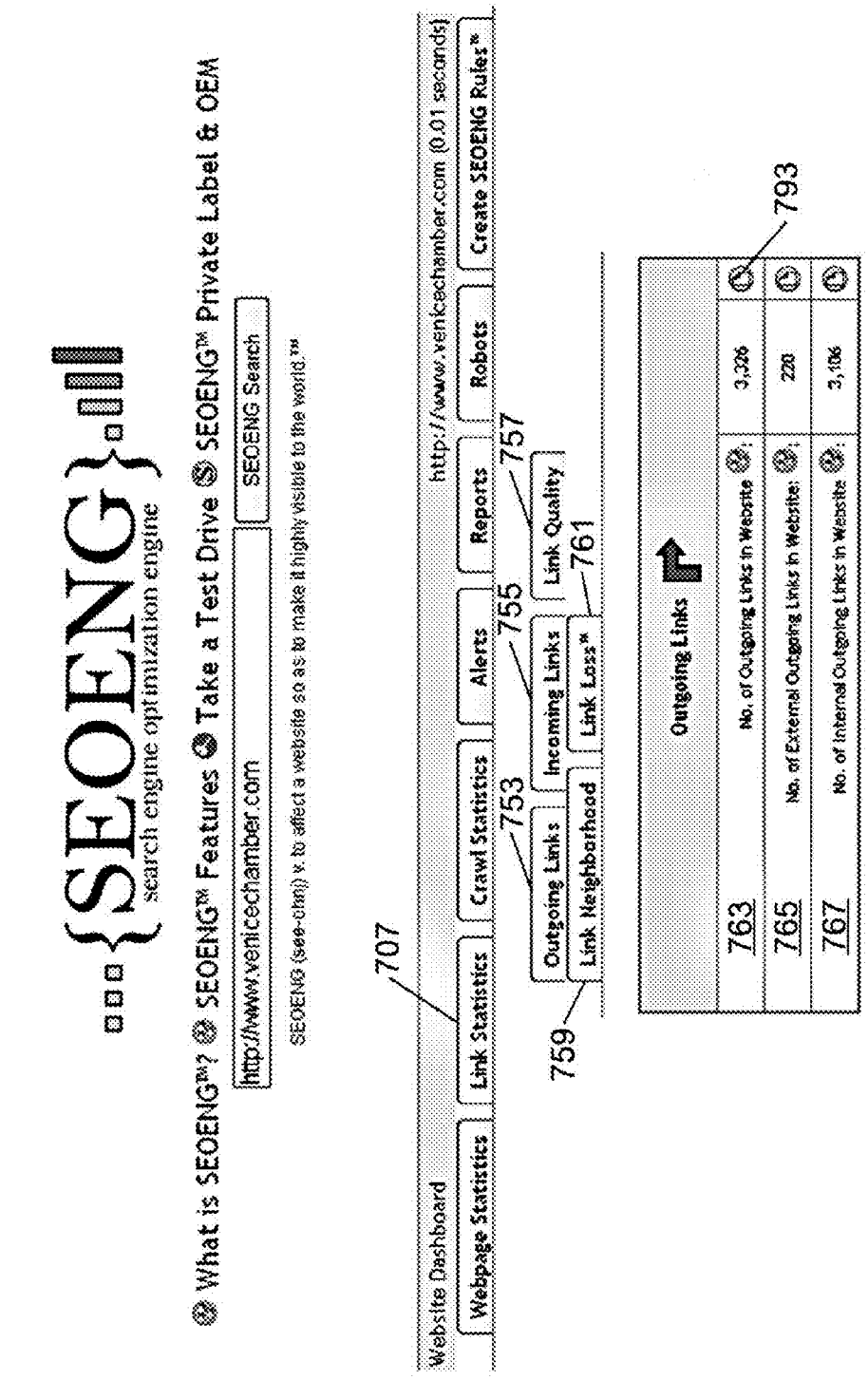
search engine optimization engine
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://www.venicechamber.com
SEOENG Search
SEOENG (see-ahm) v. to affect a website so as to make it highly visible to the world.™
Website Dashboard
http://www.venicechamber.com (0.01 seconds)
Webpage Statistics
Link Statistics
Crawl Statistics
Alerts
Reports
Robots
Create SEOENG Rules™
Quality
Missing
Duplicate
723
Duplicate Website Info
737 No. of Duplicate META Titles in Website 18
739 No. of Duplicate META Descriptions in Website 53
741 No. of Duplicate META Keywords in Website 54
743 No. of Duplicate Market Focus™ in Website 28
745 No. of Duplicate URL Spellings in Website 0
747 No. of Exact Duplicate Webpages in Website 18

FIG. 7C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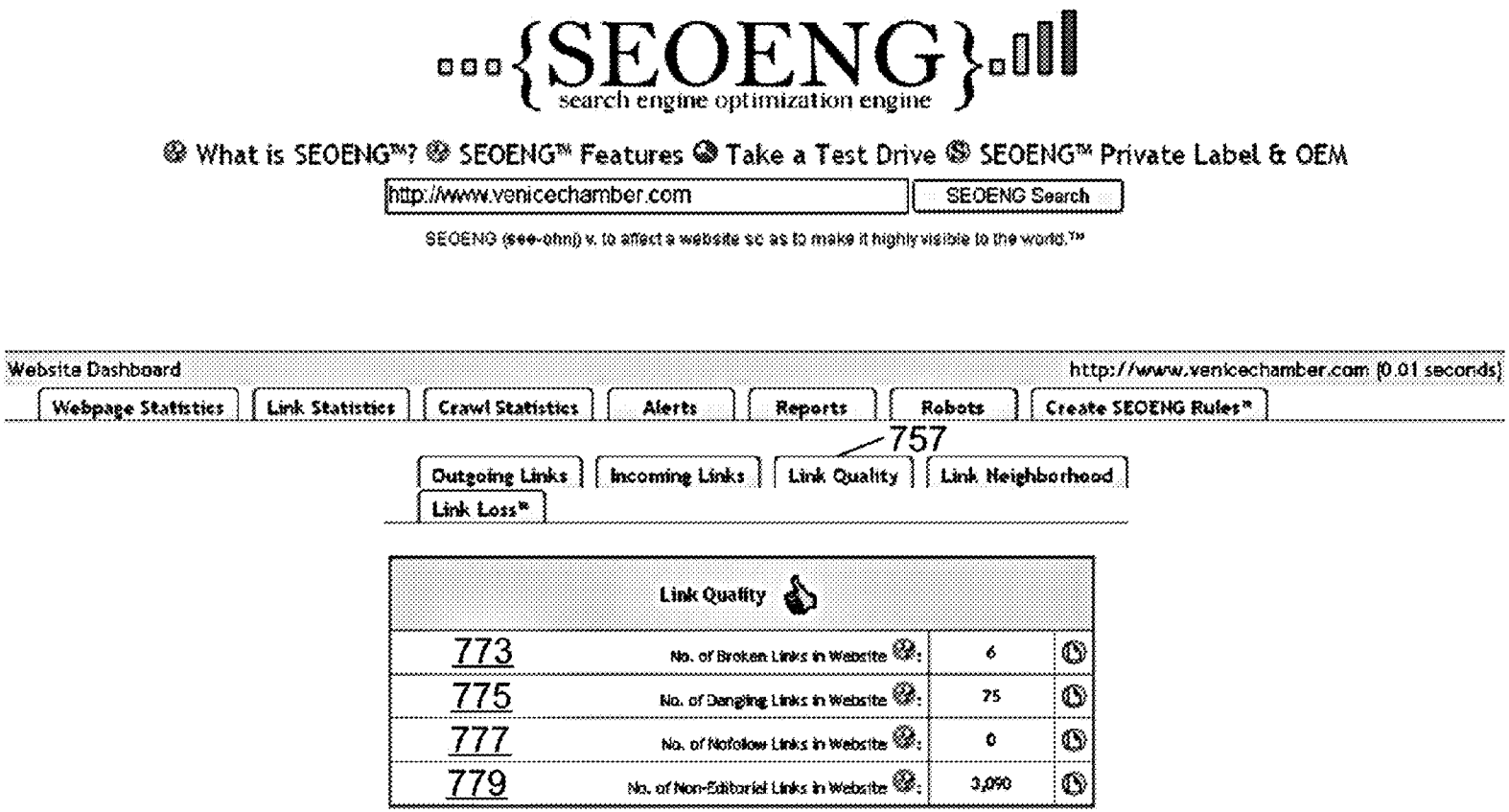
search engine optimization engine
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://www.venicechamber.com
SEOENG Search
SEOENG (see-ahng) v. to affect a website so as to make it highly visible to the world.™
707
Website Dashboard
http://www.venicechamber.com (0.01 seconds)
Webpage Statistics
Link Statistics
Crawl Statistics
Alerts
Reports
Robots
Create SEOENG Rules™
753
755
757
759
761
Outgoing Links
Link Neighborhood
Link Loss™
Incoming Links
Link Quality
Outgoing Links
763
No. of Outgoing Links in Website
3,326
765
No. of External Outgoing Links in Website
228
767
No. of Internal Outgoing Links in Website
3,106
793

FIG. 7D

{SEOENG}
search engine optimization engine
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://www.venicechamber.com
SEOENG Search
SEOENG (see-ahng) v. to affect a website so as to make it highly visible to the world.™
Website Dashboard
http://www.venicechamber.com (0.01 seconds)
Webpage Statistics
Link Statistics
Crawl Statistics
Alerts
Reports
Robots
Create SEOENG Rules™
Outgoing Links
Incoming Links
Link Quality
Link Neighborhood
Link Loss™
755
Incoming Links
767
No. of Incoming Links to Website
3,225
769
No. of External Incoming Links to Website
119
771
No. of Internal Incoming Links to Website
3,106

FIG. 7E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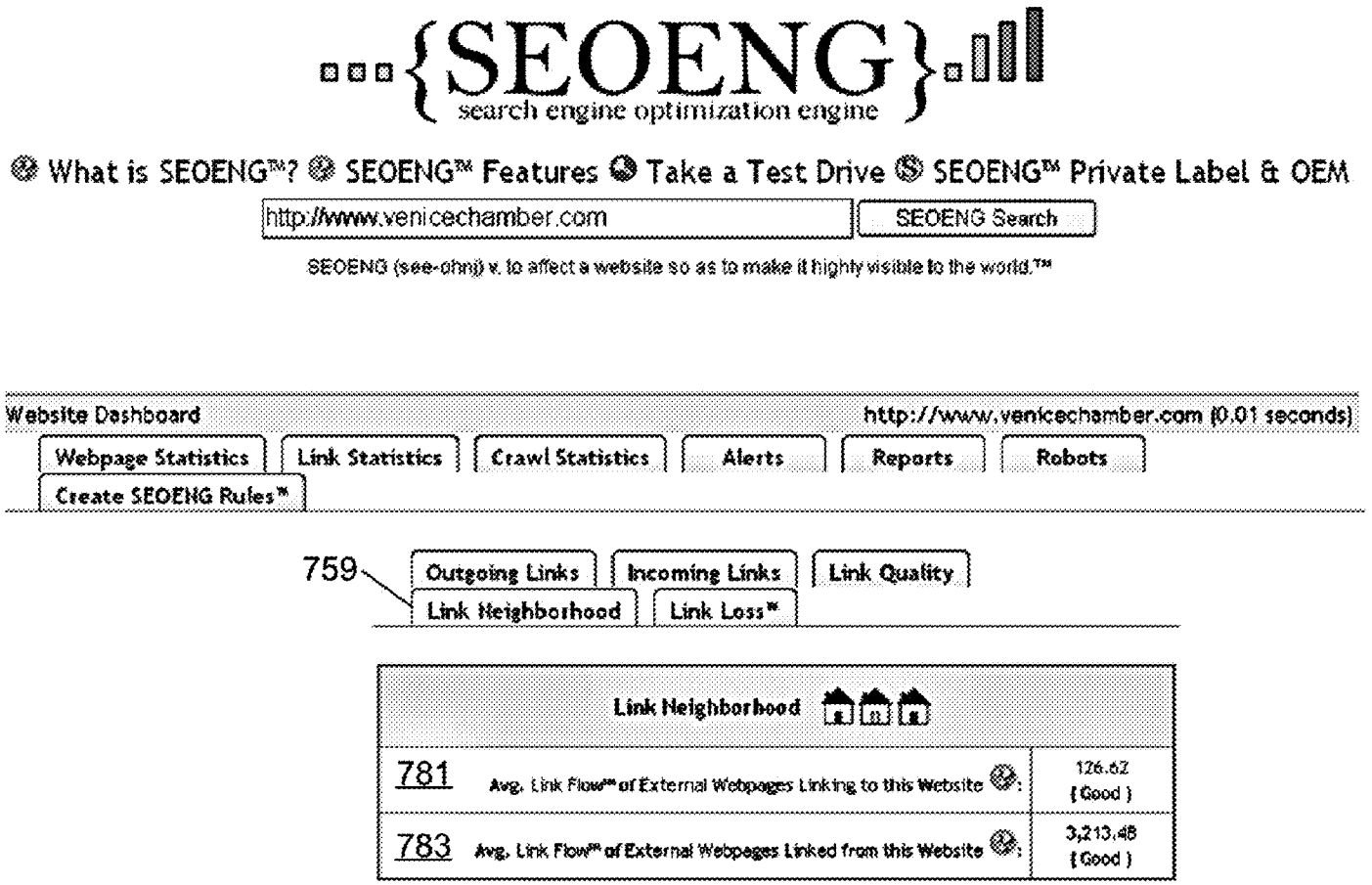
search engine optimization engine
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://www.venicechamber.com
SEOENG Search
SEOENG (see-ohn) v. to affect a website so as to make it highly visible to the world.™
Website Dashboard
http://www.venicechamber.com (0.01 seconds)
Webpage Statistics
Link Statistics
Crawl Statistics
Alerts
Reports
Robots
Create SEOENG Rules™
757
Outgoing Links
Incoming Links
Link Quality
Link Neighborhood
Link Loss™
Link Quality
773
No. of Broken Links in Website:
6
775
No. of Dangling Links in Website:
75
777
No. of Nofollow Links in Website:
0
779
No. of Non-Editorial Links in Website:
3,050

FIG. 7F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search engine optimization engine
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://www.venicechamber.com
SEOENG Search
SEOENG (see-ohng) v. to affect a website so as to make it highly visible to the world.™
Website Dashboard
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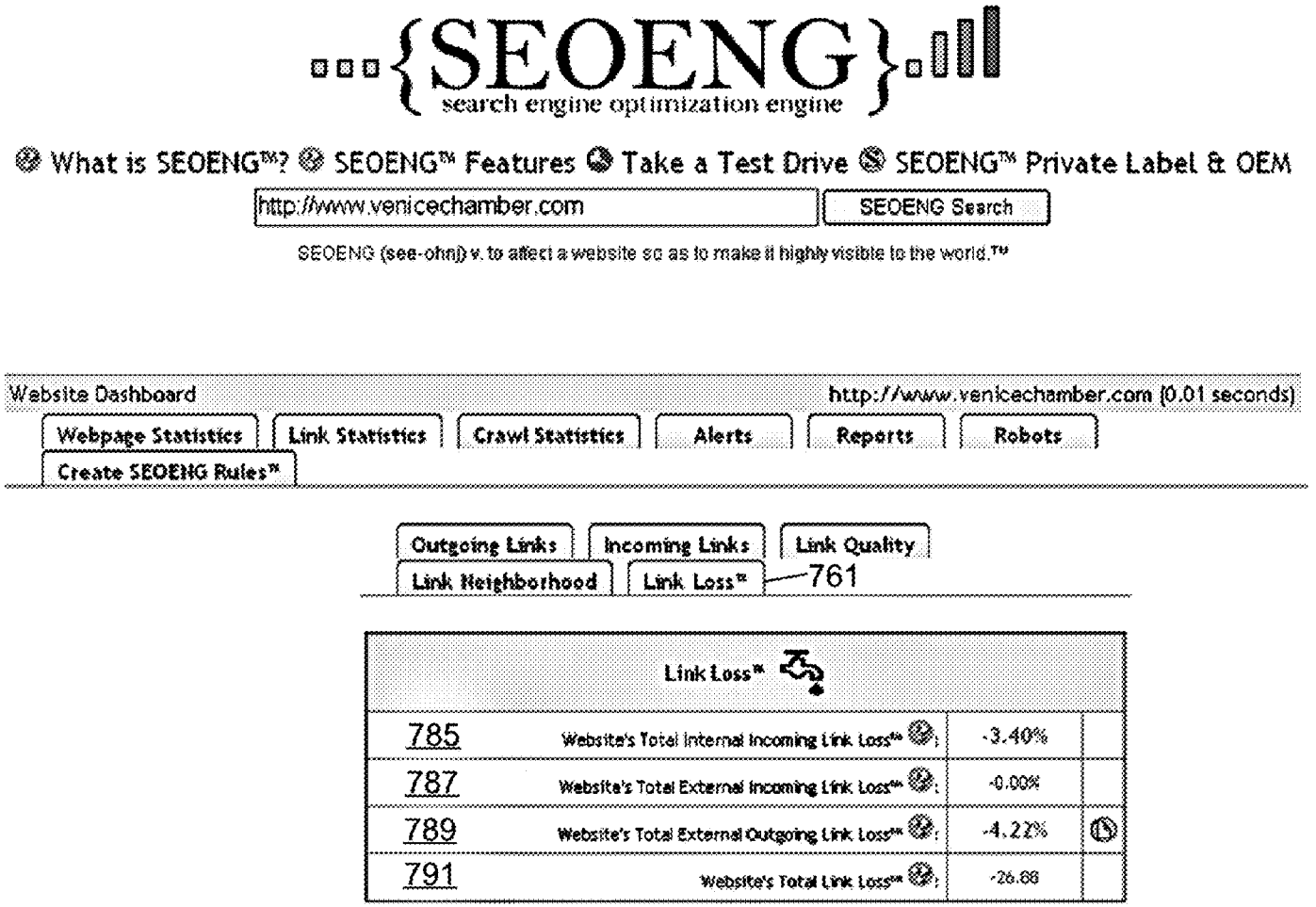
Webpage Statistics
Link Statistics
Crawl Statistics
Alerts
Reports
Robots
Create SEOENG Rules™
759
Outgoing Links
Incoming Links
Link Quality
Link Neighborhood
Link Loss™
Link Neighborhood
781
Avg. Link Flow™ of External Webpages Linking to this Website:
126.62
(Good)
783
Avg. Link Flow™ of External Webpages Linked from this Website:
3,213.48
(Good)

FIG. 7G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search engine optimization engine
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
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Website Dashboard
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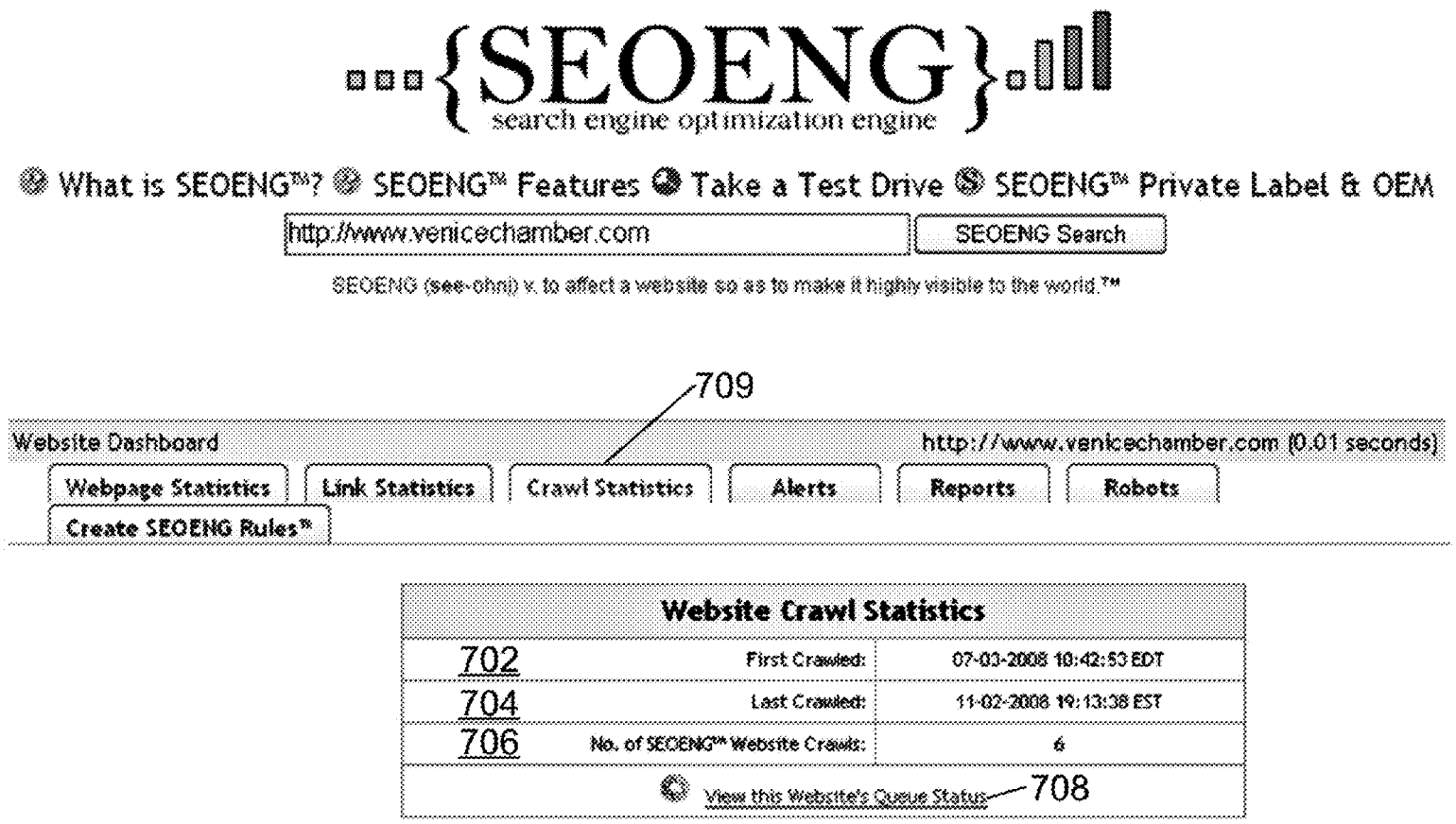
Webpage Statistics
Link Statistics
Crawl Statistics
Alerts
Reports
Robots
Create SEOENG Rules™
Outgoing Links
Incoming Links
Link Quality
Link Neighborhood
Link Loss™
761
Link Loss™
785
Website's Total Internal Incoming Link Loss™:
-3.40%
787
Website's Total External Incoming Link Loss™:
-0.00%
789
Website's Total External Outgoing Link Loss™:
-4.22%
791
Website's Total Link Loss™:
-26.66

FIG. 7H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What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://www.venicechamber.com
SEOENG Search
SEOENG (see-ohnj) v. to affect a website so as to make it highly visible to the world.™
709
Website Dashboard
http://www.venicechamber.com (0.01 seconds)
Webpage Statistics
Link Statistics
Crawl Statistics
Alerts
Reports
Robots
Create SEOENG Rules™
Website Crawl Statistics
702
First Crawled:
07-03-2008 10:42:53 EDT
704
Last Crawled:
11-02-2008 19:13:38 EST
706
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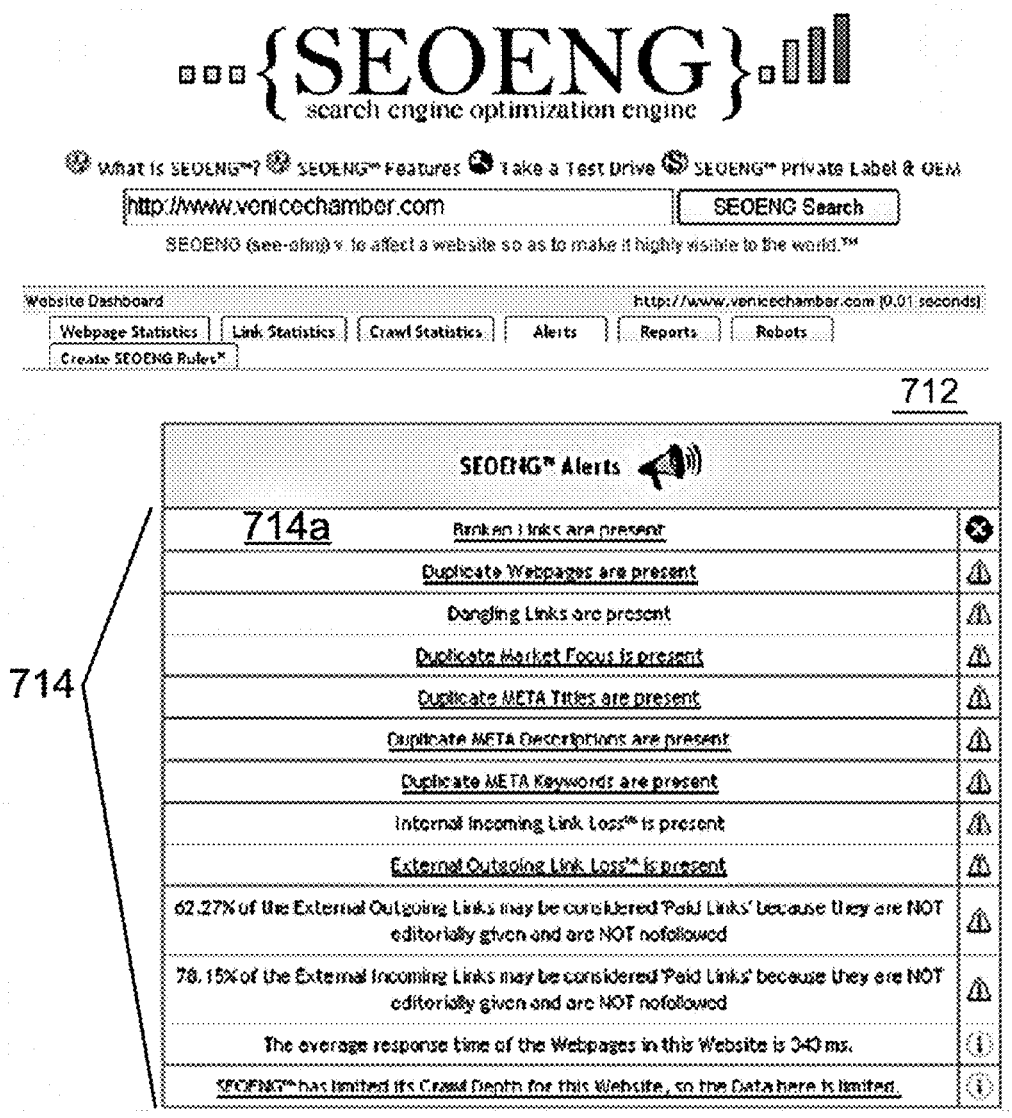
6
View this Website's Queue Status
708

FIG. 7I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search engine optimization engine
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://www.venicechamber.com
SEOENG Search
SEOENG (see-ahn-g) v. to affect a website so as to make it highly visible to the world.™
Website Dashboard
http://www.venicechamber.com (0.01 seconds)
Webpage Statistics
Link Statistics
Crawl Statistics
Alerts
Reports
Robots
Create SEOENG Rules™
712
SEOENG™ Alerts
714a
714
Broken Links are present
Duplicate Webpages are present
Dangling Links are present
Duplicate Market Focus is present
Duplicate META Titles are present
Duplicate META Descriptions are present
Duplicate META Keywords are present
Internal Incoming Link Loss™ is present
External Outgoing Link Loss™ is present
62.27% of the External Outgoing Links may be considered 'Paid Links' because they are NOT editorially given and are NOT nofollowed
78.15% of the External Incoming Links may be considered 'Paid Links' because they are NOT editorially given and are NOT nofollowed
The average response time of the Webpages in this Website is 340 ms.
SEOENG™ has limited its Crawl Depth for this Website, so the Data here is limited.

FIG. 7J

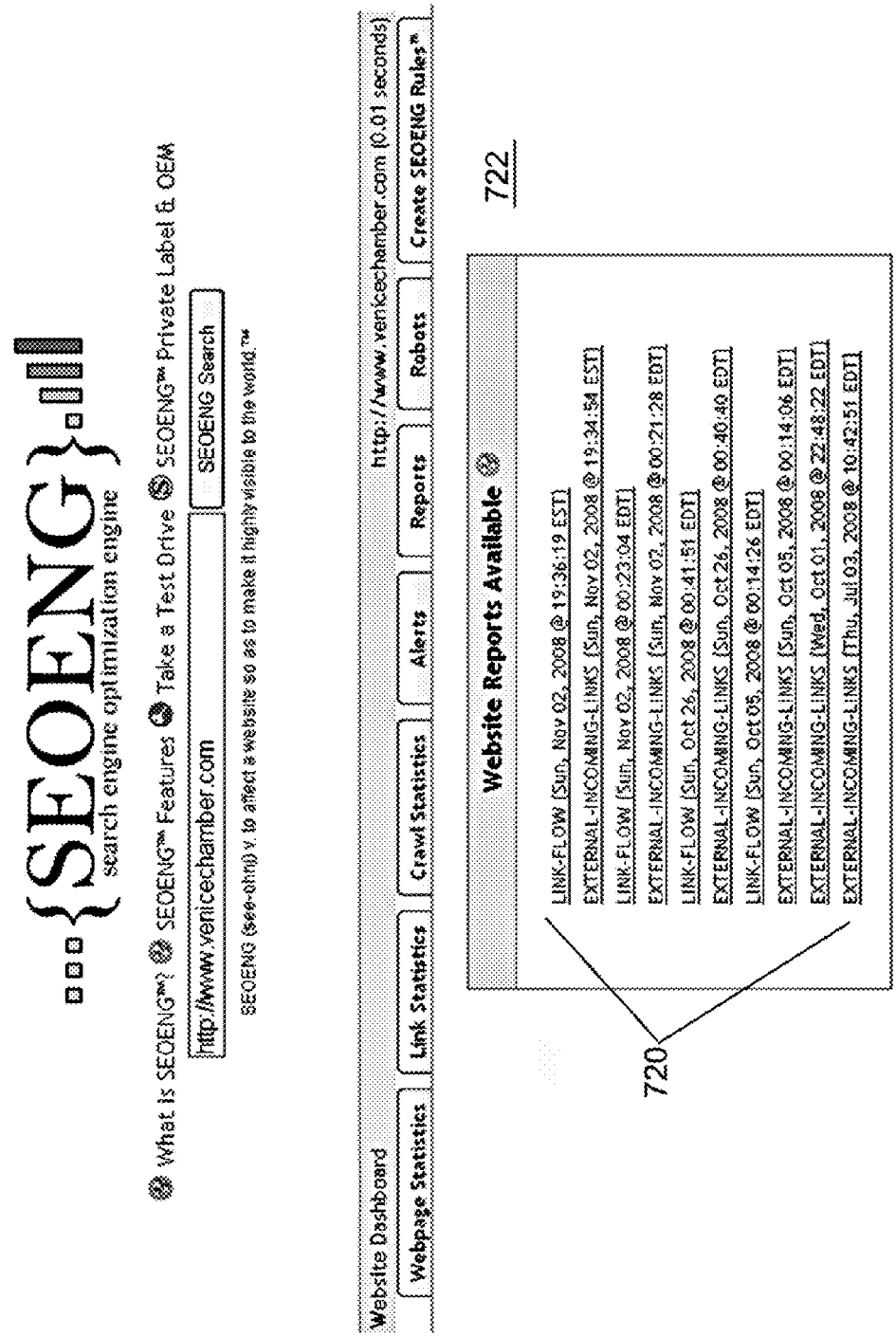

{SEOENG}
search engine optimization engine
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://www.venicechamber.com
SEOENG Search
SEOENG (see-ahng) v. to affect a website so as to make it highly visible to the world.™
Website Dashboard
http://www.venicechamber.com (0.01 seconds)
Webpage Statistics
Link Statistics
Crawl Statistics
Alerts
Reports
Robots
Create SEOENG Rules™
Website Reports Available
LINK-FLOW (Sun, Nov 02, 2008 @ 19:36:19 EST)
EXTERNAL-INCOMING-LINKS (Sun, Nov 02, 2008 @ 19:34:54 EST)
LINK-FLOW (Sun, Nov 02, 2008 @ 00:23:04 EDT)
EXTERNAL-INCOMING-LINKS (Sun, Nov 02, 2008 @ 00:21:28 EDT)
LINK-FLOW (Sun, Oct 26, 2008 @ 00:41:51 EDT)
EXTERNAL-INCOMING-LINKS (Sun, Oct 26, 2008 @ 00:40:40 EDT)
LINK-FLOW (Sun, Oct 05, 2008 @ 00:14:26 EDT)
EXTERNAL-INCOMING-LINKS (Sun, Oct 05, 2008 @ 00:14:06 EDT)
EXTERNAL-INCOMING-LINKS (Wed, Oct 01, 2008 @ 22:48:22 EDT)
EXTERNAL-INCOMING-LINKS (Thu, Jul 03, 2008 @ 10:42:51 EDT)
720
722

FIG. 7K

{SEOENG}
search engine optimization engine
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://www.venicechamber.com
SEOENG Search
SEOENG (see-ohn) v. to affect a website so as to make it highly visible to the world.™
Website Dashboard
http://www.venicechamber.com (0.01 seconds)
Webpage Statistics
Link Statistics
Crawl Statistics
Alerts
Reports
Robots
Create SEOENG Rules™
715
Robots.txt
This Website has not defined a robots.txt file!

FIG. 7L

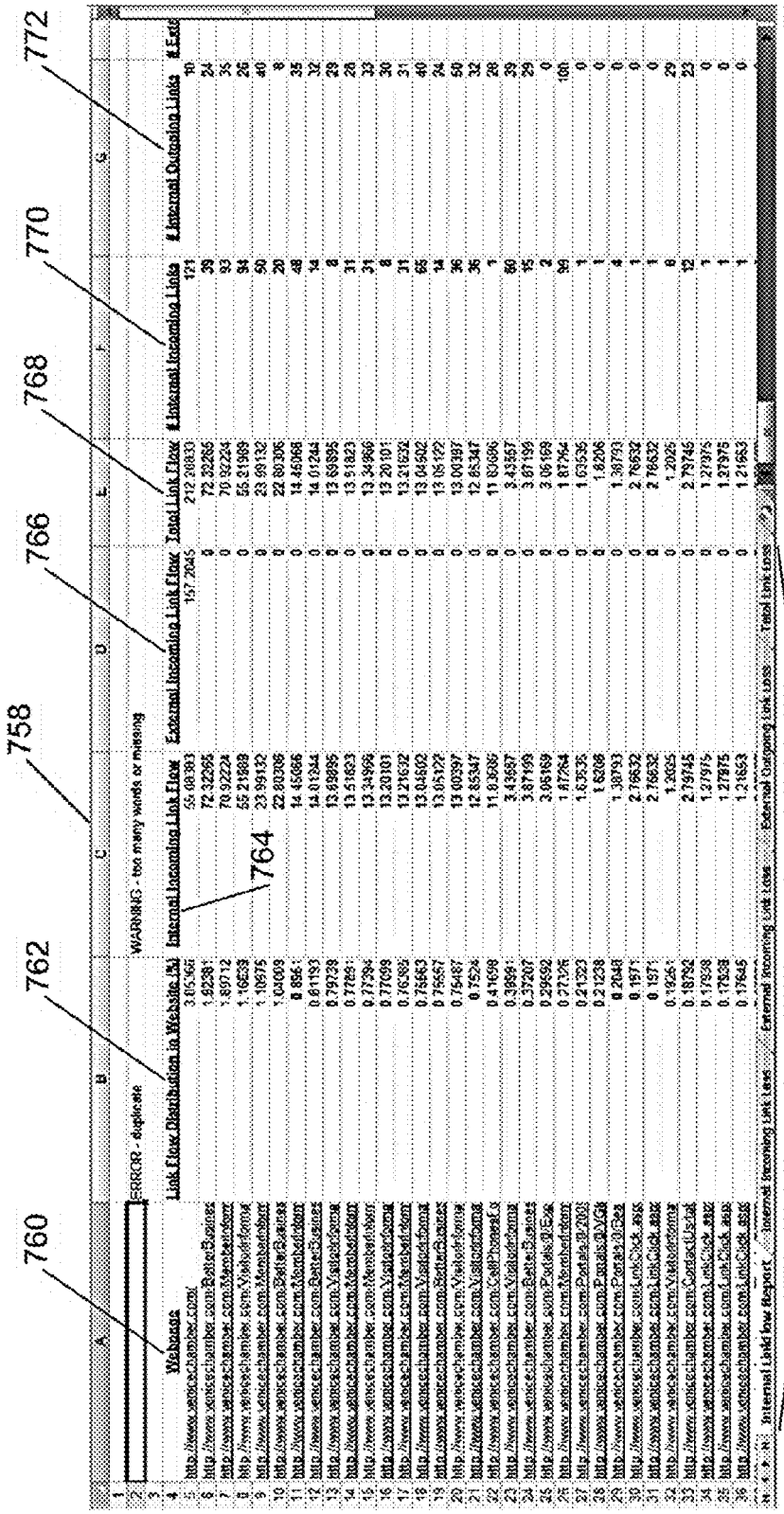



FIG. 7M

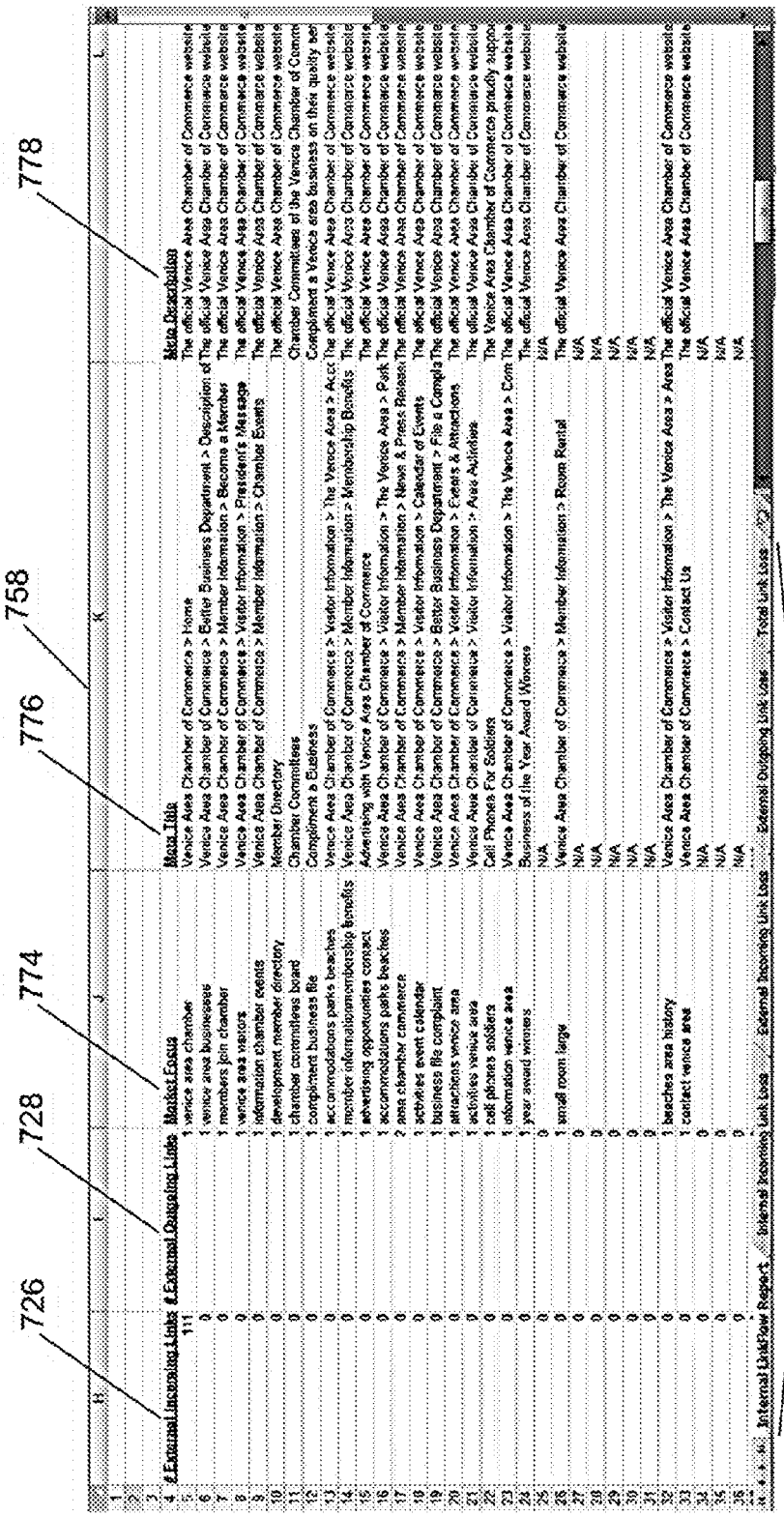



FIG. 7N

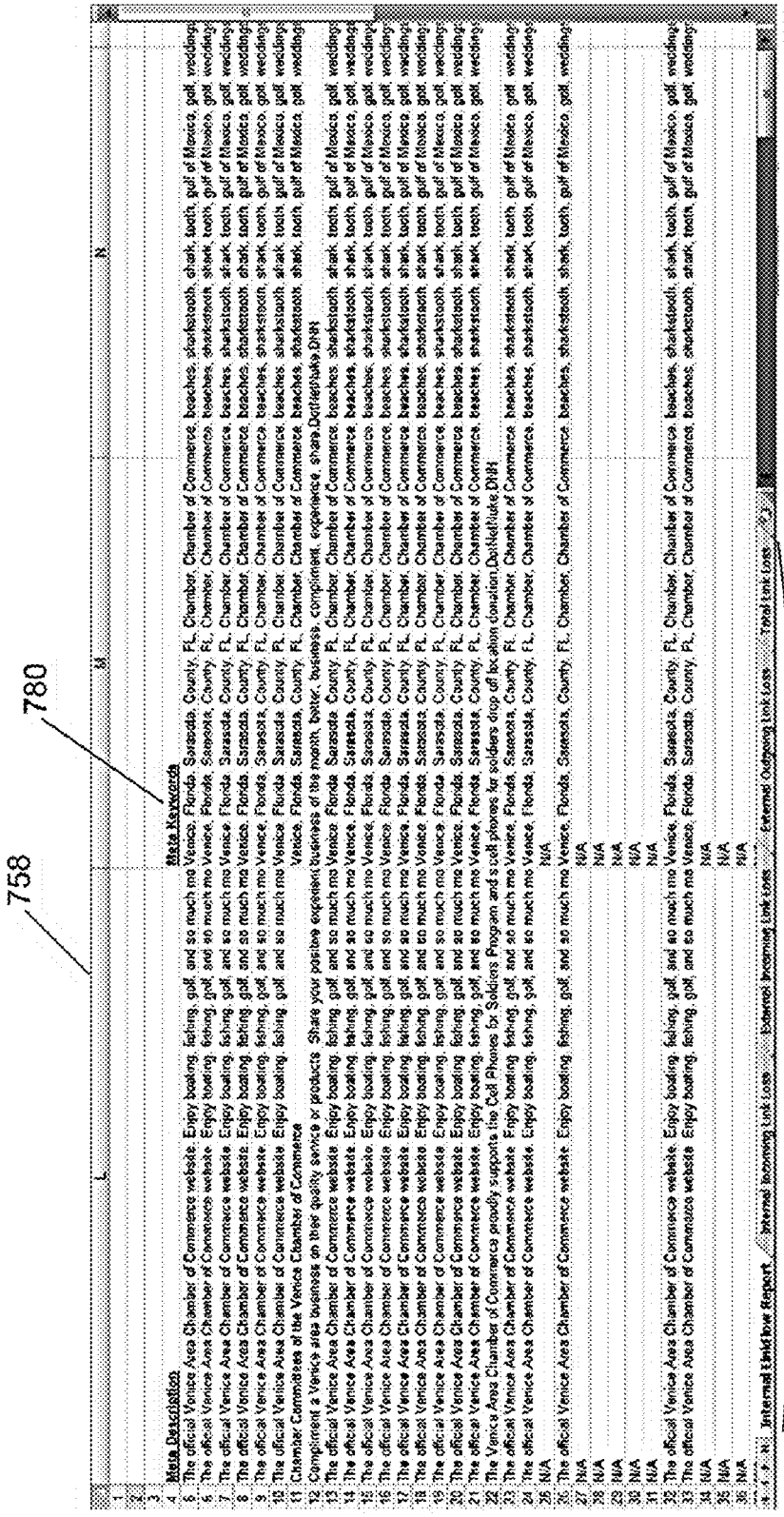



FIG. 7O

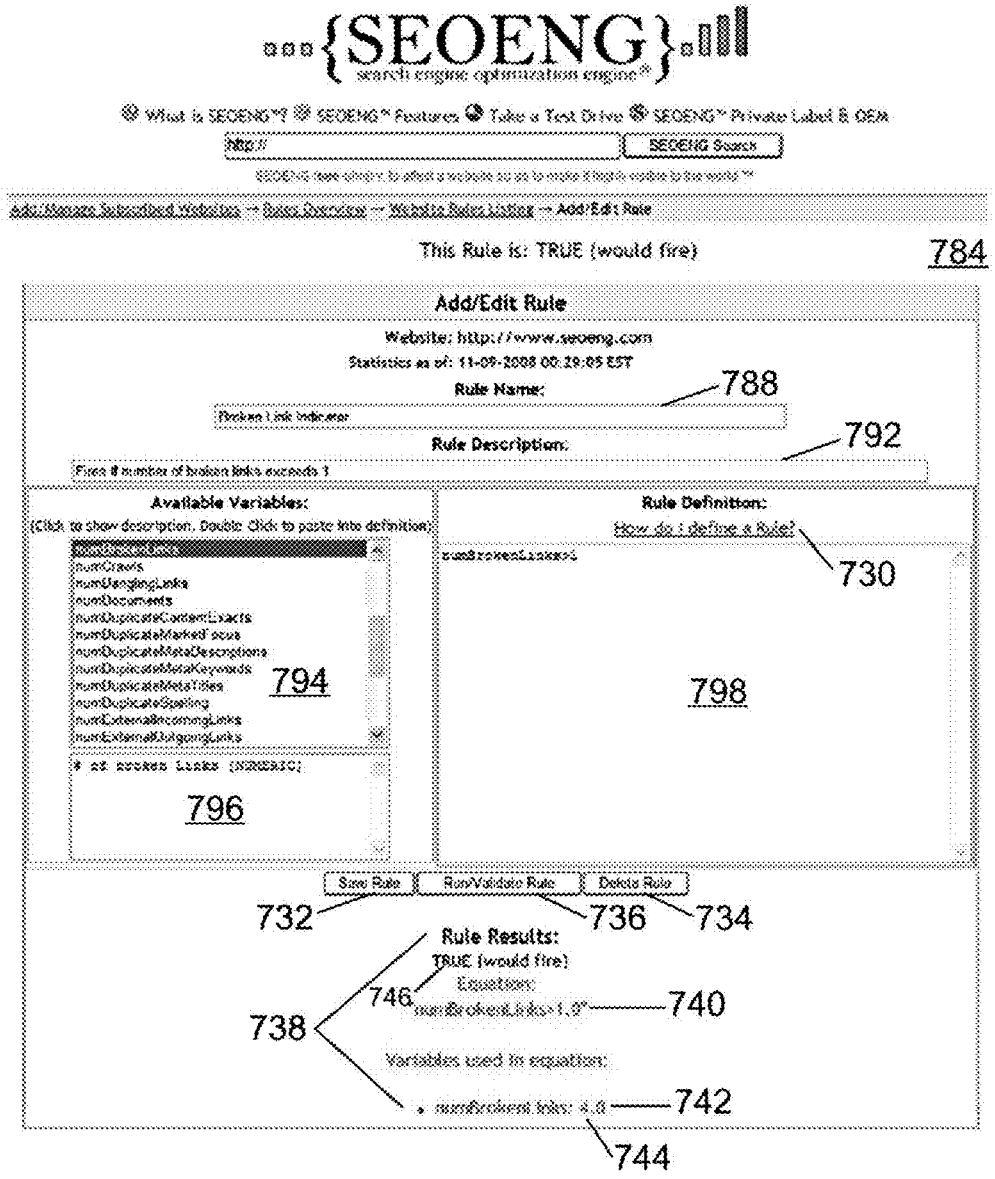

{SEOENG}
search engine optimization engine
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://
SEOENG Search
This Rule is: TRUE (would fire)
784
Add/Edit Rule
Website: http://www.seoeng.com
Rule Name:
788
Rule Description:
792
Available Variables:
Rule Definition:
How do I define a Rule?
730
794
798
796
Save Rule
Run/Validate Rule
Delete Rule
732
736
734
Rule Results:
TRUE (would fire)
Equation:
746
740
738
Variables used in equation:
742
744

FIG. 7P

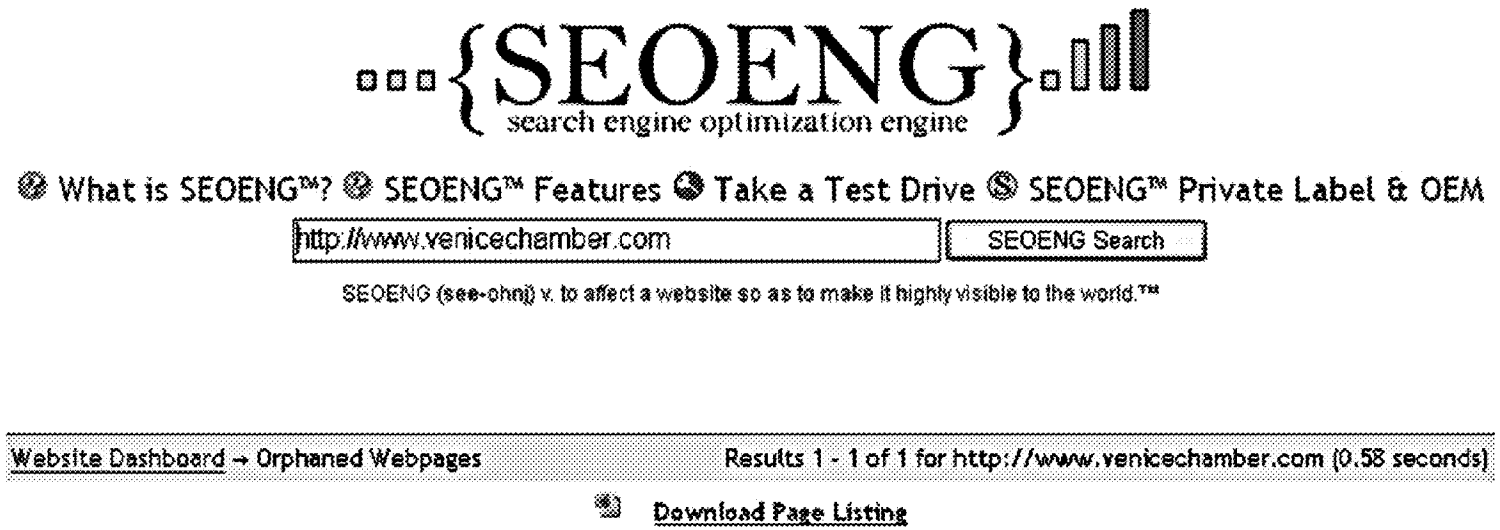

{SEOENG}
search engine optimization engine
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://www.venicechamber.com
SEOENG Search
SEOENG (see-ohnj) v. to affect a website so as to make it highly visible to the world.™
Website Dashboard → Orphaned Webpages
Results 1 - 1 of 1 for http://www.venicechamber.com (0.58 seconds)
Download Page Listing
800
Chamber Committees
Chamber Committees of the Venice Chamber of Commerce
http://www.venicechamber.com/MemberInformation/Cha...abid/81/Default.aspx

FIG. 8

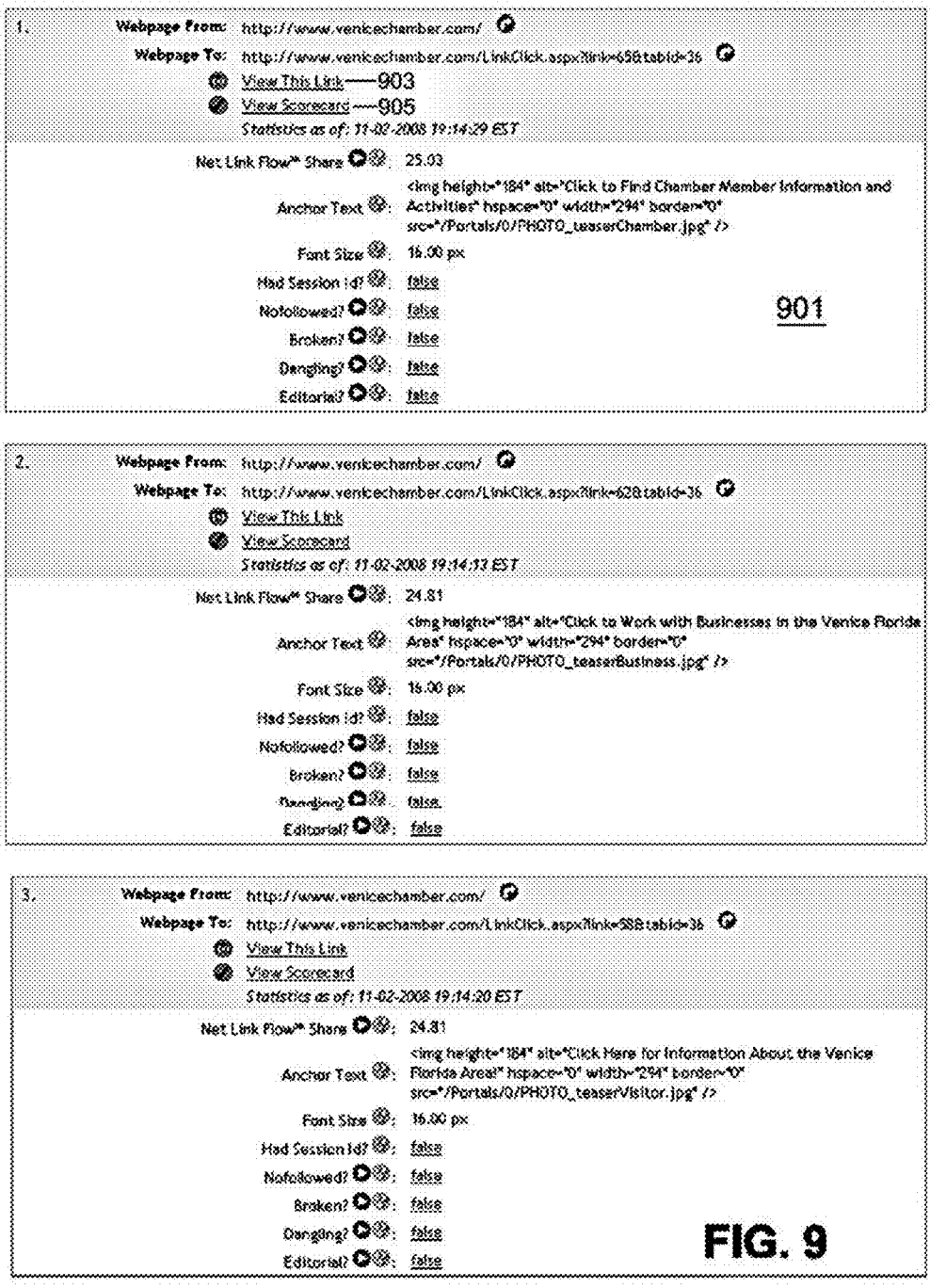
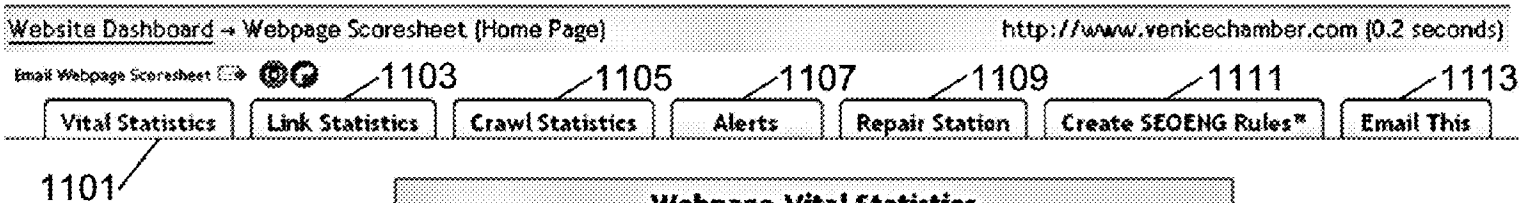

1.
Webpage From: http://www.venicechamber.com/
Webpage To: http://www.venicechamber.com/LinkClick.aspx?link=658tabid=36
View This Link —903
View Scorecard —905
Statistics as of: 11-02-2008 19:14:29 EST
Net Link Flow™ Share: 25.03
Anchor Text: <img height="184" alt="Click to Find Chamber Member Information and Activities" hspace="0" width="294" border="0" src="/Portals/0/PHOTO_teaserChamber.jpg" />
Font Size: 16.00 px
Had Session Id?: false
Nofollowed?: false
Broken?: false
Dangling?: false
Editorial?: false
901
2.
Webpage From: http://www.venicechamber.com/
Webpage To: http://www.venicechamber.com/LinkClick.aspx?link=628tabid=36
View This Link
View Scorecard
Statistics as of: 11-02-2008 19:14:13 EST
Net Link Flow™ Share: 24.81
Anchor Text: <img height="184" alt="Click to Work with Businesses in the Venice Florida Area" hspace="0" width="294" border="0" src="/Portals/0/PHOTO_teaserBusiness.jpg" />
Font Size: 16.00 px
Had Session Id?: false
Nofollowed?: false
Broken?: false
Dangling?: false
Editorial?: false
3.
Webpage From: http://www.venicechamber.com/
Webpage To: http://www.venicechamber.com/LinkClick.aspx?link=588tabid=36
View This Link
View Scorecard
Statistics as of: 11-02-2008 19:14:20 EST
Net Link Flow™ Share: 24.81
Anchor Text: <img height="184" alt="Click Here for Information About the Venice Florida Area!" hspace="0" width="294" border="0" src="/Portals/0/PHOTO_teaserVisitor.jpg" />
Font Size: 16.00 px
Had Session Id?: false
Nofollowed?: false
Broken?: false
Dangling?: false
Editorial?: false

FIG. 9

{SEOENG}
search engine optimization engine
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://www.venicechamber.com
SEOENG Search
SEOENG (see-ahn-jee) v. to affect a website so as to make it highly visible to the world.™
Queue Status
http://www.venicechamber.com (0.01 seconds)
SEOENG Queue Status for:
1000
http://www.venicechamber.com
This Website is currently not queued by SEOENG™.
This Website's data has been compiled 6 times, the most recent of which was on Sun, Nov 02, 2008 @ 19:13:38 EST.

FIG. 10




1100

| Webpage Vital Statistics | | |
|---|---|---|
| 1115 | Webpage's SEOENG Score™: | 31.54 % ( F ) |
| 1117 | Webpage's Market Focus™: | venice area chamber |
| 1119 | Webpage's SEOENG Penalties™: | -68.46% |
| 1121 | Link Flow™ Distribution in Website: | 3.54% |
| 1140 | Webpage's Content Type: | text/html; charset=utf-8 |
| 1142 | Webpage's Actual Content Encoding: | UTF-8 |
| 1144 | Webpage's Response Time: | 509 ms |
| 1146 | Webpage's Crawl Depth: | 0 (Home Page) |
| 1122 | Webpage's Internal Incoming Link Flow™: | 35.20 |
| 1123 | Webpage's External Incoming Link Flow™: | 84.15 |
| 1125 | Webpage's Total Link Flow™: | 119.35 |
| 1127 | Webpage's Total Link Loss™: | -9.26 |
| 1129 | Is Irrelevant Webpage™: | No |

FIG. 11A

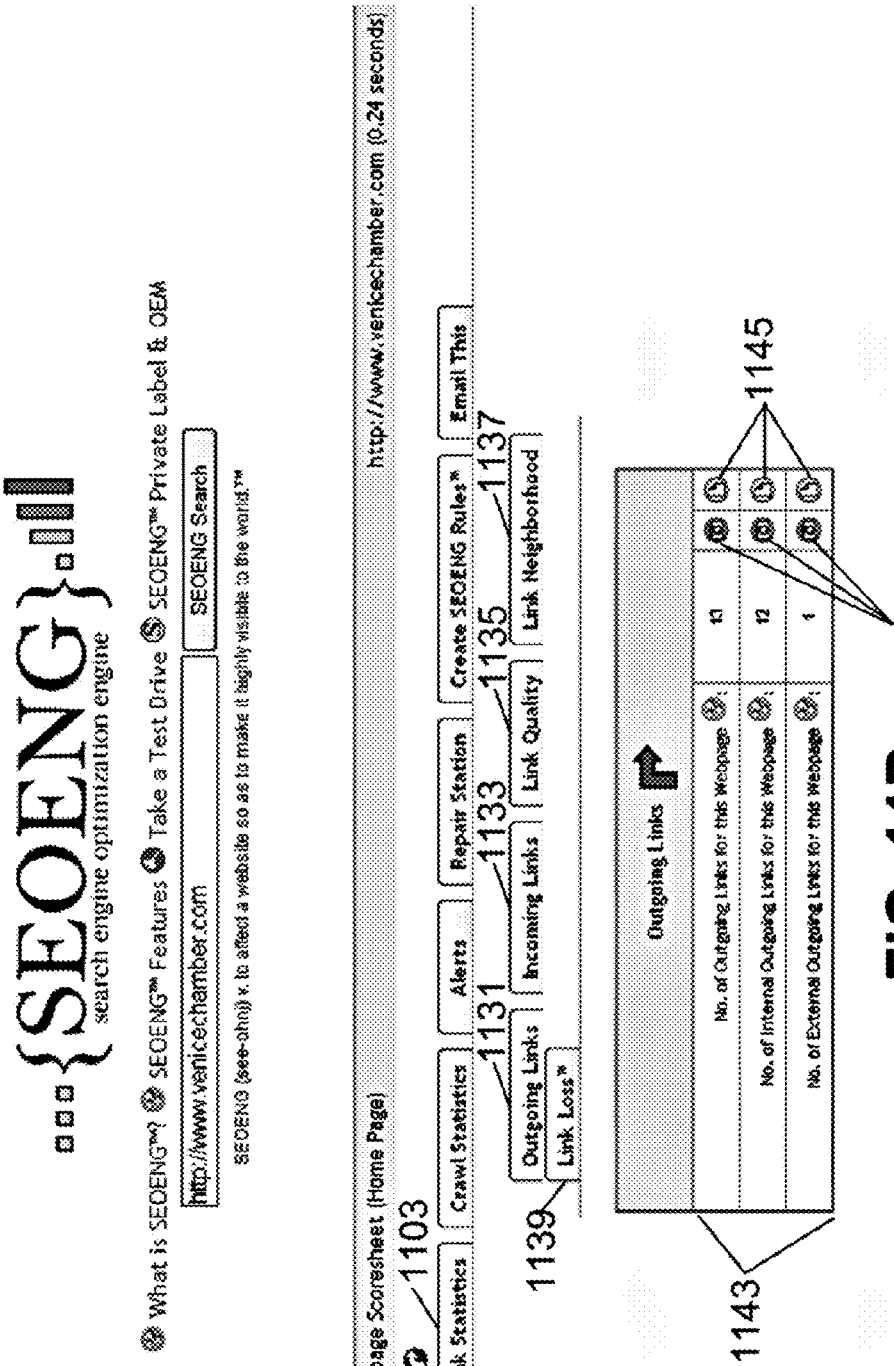

{SEOENG}
search engine optimization engine
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://www.venicechamber.com
SEOENG Search
SEOENG (see-ahng) v. to affect a website so as to make it highly visible to the world.™
http://www.venicechamber.com (0.24 seconds)
Website Dashboard → Webpage Scoresheet (Home Page)
Email Webpage Scoresheet
1103
Vital Statistics
Link Statistics
Crawl Statistics
1131
Outgoing Links
Link Loss™
1139
Alerts
1133
Incoming Links
Repair Station
1135
Link Quality
Create SEOENG Rules™
1137
Link Neighborhood
Email This
Outgoing Links
No. of Outgoing Links for this Webpage
No. of Internal Outgoing Links for this Webpage
No. of External Outgoing Links for this Webpage
1143
1145
1141

FIG. 11B

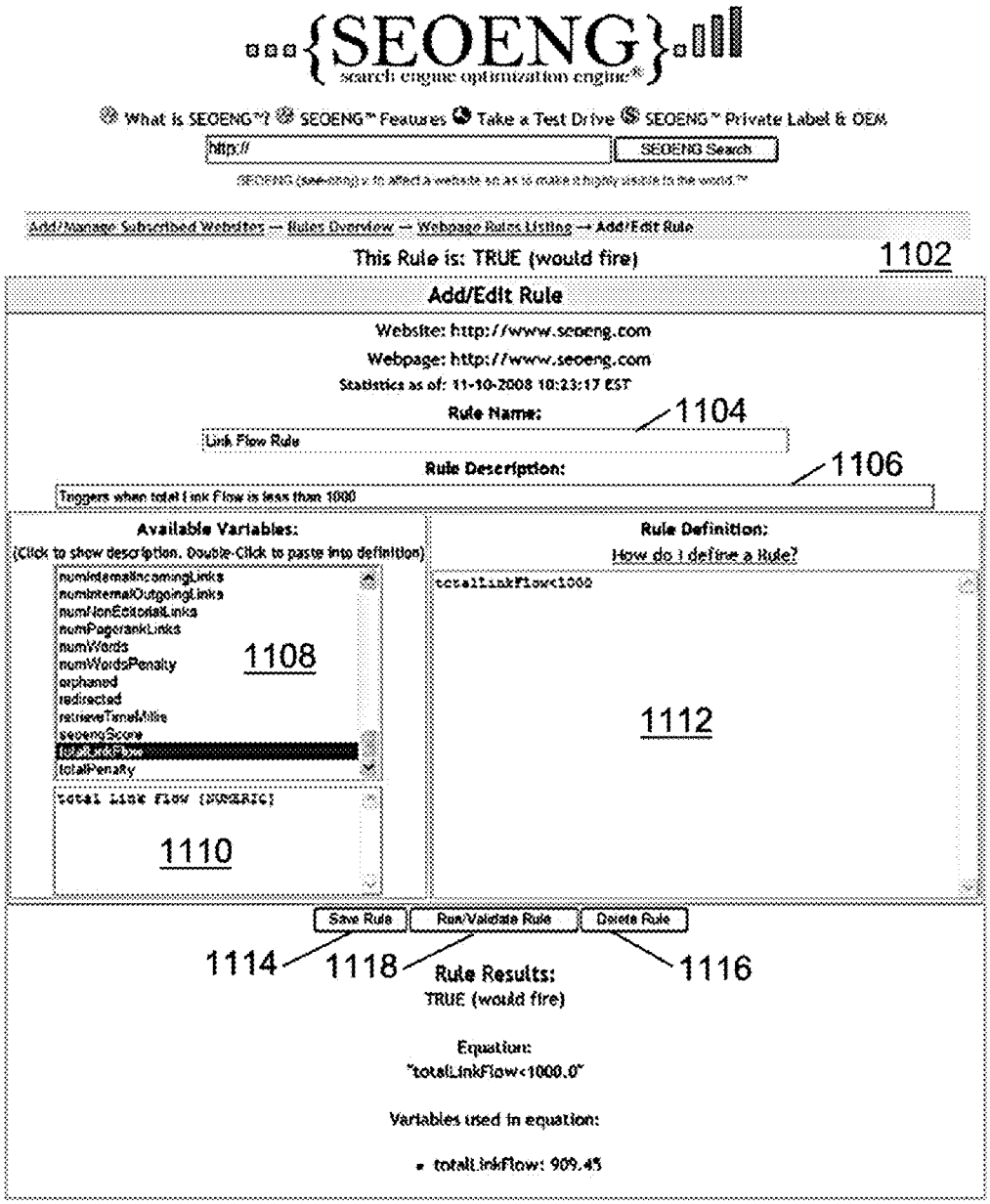

{SEOENG}
search engine optimization engine
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://
SEOENG Search
Add/Manage Subscribed Websites — Rules Overview — Webpage Rules Listing → Add/Edit Rule
This Rule is: TRUE (would fire)
1102
Add/Edit Rule
Website: http://www.seoeng.com
Webpage: http://www.seoeng.com
Statistics as of: 11-10-2008 10:23:17 EST
Rule Name:
1104
Link Flow Rule
Rule Description:
1106
Triggers when total Link Flow is less than 1000
Available Variables:
(Click to show description. Double-Click to paste into definition)
numInternalIncomingLinks
numInternalOutgoingLinks
numNonEditorialLinks
numPageRankLinks
numWords
numWordsPenalty
orphaned
redirected
retrieveTimeMillis
seoengScore
totalLinkFlow
totalPenalty
1108
total Link Flow (NUMERIC)
1110
Rule Definition:
How do I define a Rule?
totalLinkFlow<1000
1112
Save Rule
Run/Validate Rule
Delete Rule
1114
1118
1116
Rule Results:
TRUE (would fire)
Equation:
"totalLinkFlow<1000.0"
Variables used in equation:
totalLinkFlow: 909.45

FIG. 11C

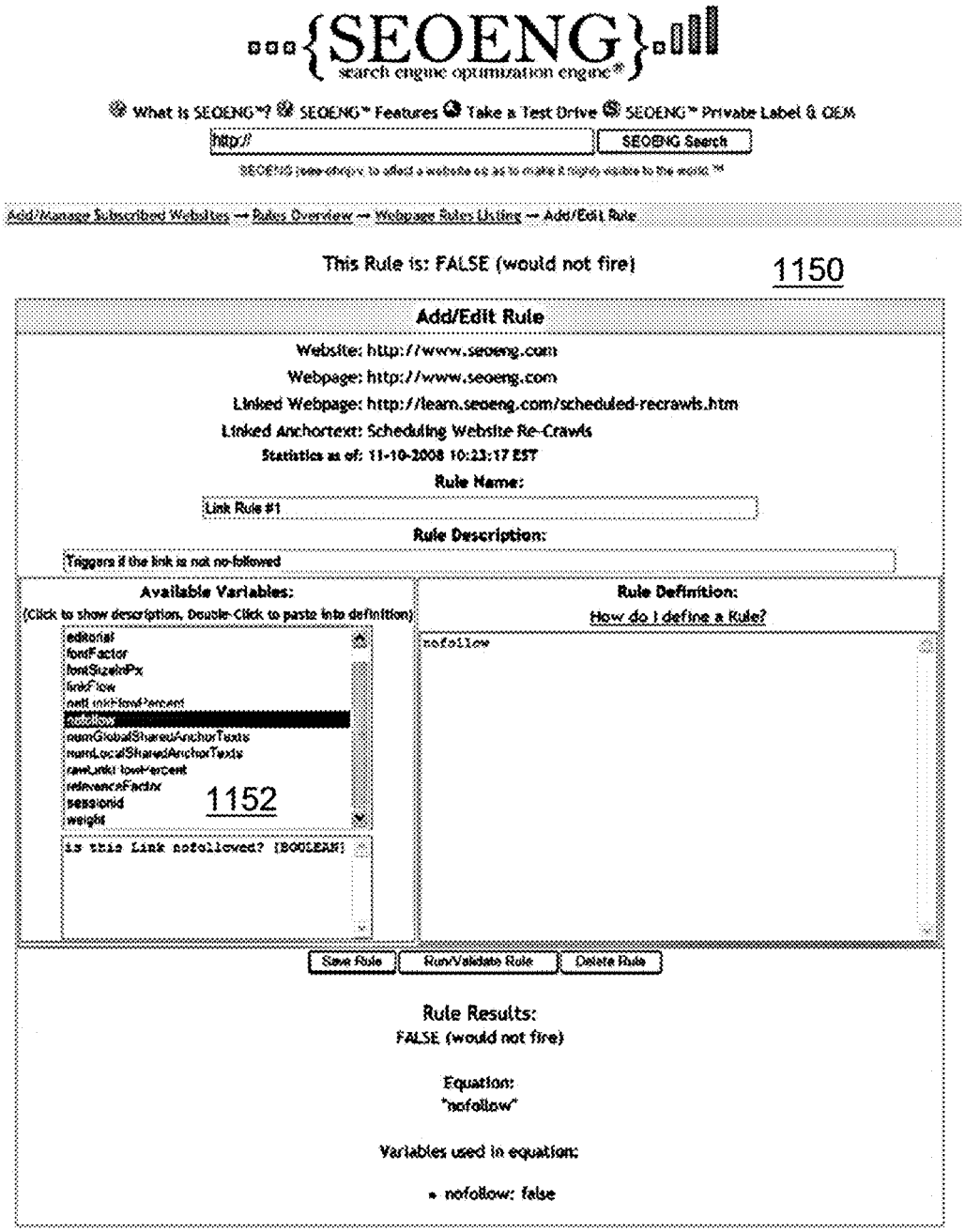

{SEOENG}
search engine optimization engine®
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://
SEOENG Search
Add/Manage Subscribed Websites — Rules Overview — Webpage Rules Listing — Add/Edit Rule
This Rule is: FALSE (would not fire)
1150
Add/Edit Rule
Website: http://www.seoeng.com
Webpage: http://www.seoeng.com
Linked Webpage: http://learn.seoeng.com/scheduled-recrawls.htm
Linked Anchortext: Scheduling Website Re-Crawls
Statistics as of: 11-10-2008 10:23:17 EST
Rule Name:
Link Rule #1
Rule Description:
Triggers if the link is not no-followed
Available Variables:
(Click to show description, Double-Click to paste into definition)
editorial
fontFactor
fontSizeInPx
linkFlow
nofollow
numGlobalSharedAnchorTexts
numLocalSharedAnchorTexts
relevanceFactor
sessionId
weight
1152
is this Link nofollowed? [BOOLEAN]
Rule Definition:
How do I define a Rule?
nofollow
Save Rule
Run/Validate Rule
Delete Rule
Rule Results:
FALSE (would not fire)
Equation:
"nofollow"
Variables used in equation:
• nofollow: false

FIG. 11D

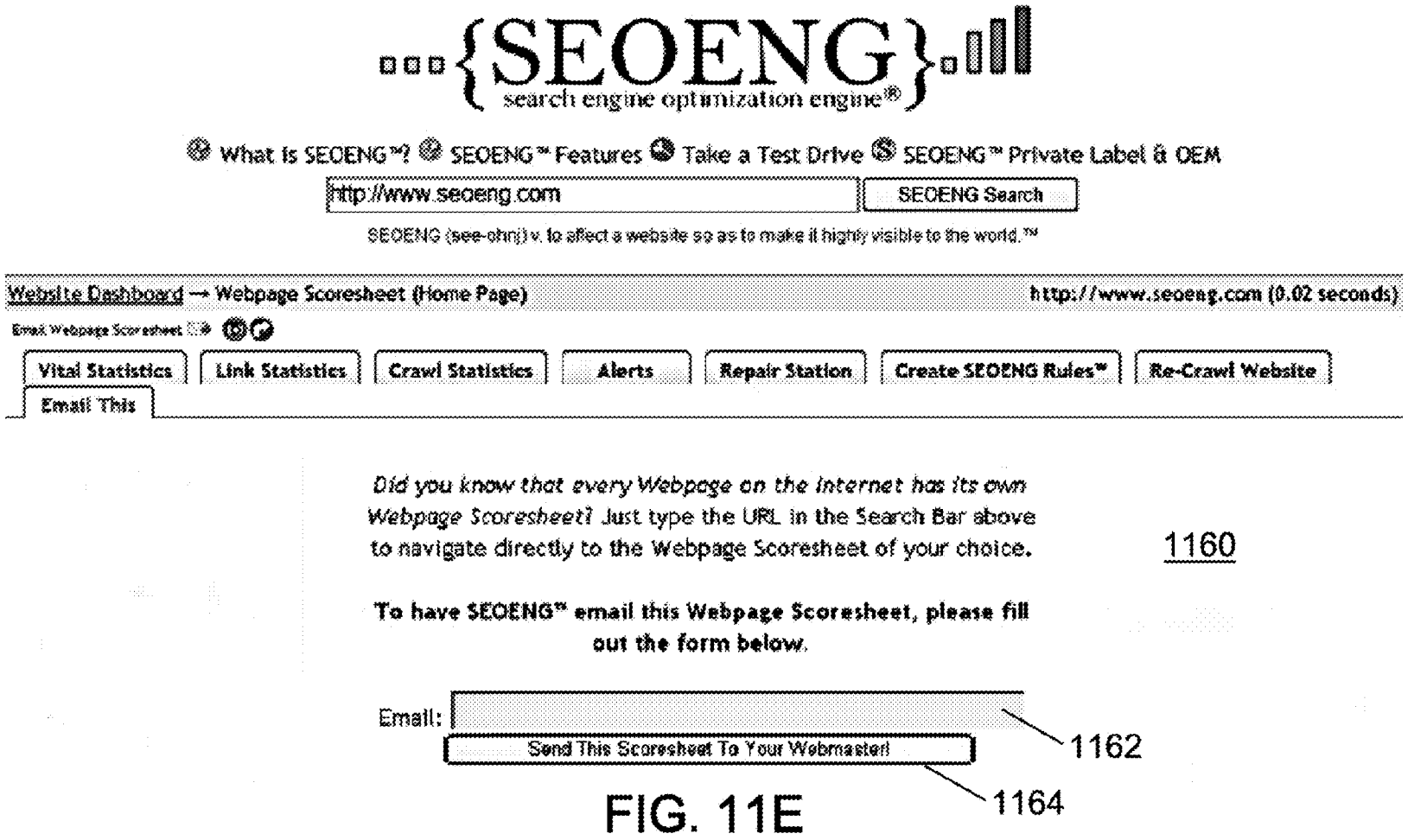

{SEOENG}
search engine optimization engine®
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://www.seoeng.com
SEOENG Search
SEOENG (see-ohn(j) v. to affect a website so as to make it highly visible to the world.™
Website Dashboard → Webpage Scoresheet (Home Page)
http://www.seoeng.com (0.02 seconds)
Email Webpage Scoresheet
Vital Statistics
Link Statistics
Crawl Statistics
Alerts
Repair Station
Create SEOENG Rules™
Re-Crawl Website
Email This
Did you know that every Webpage on the Internet has its own Webpage Scoresheet! Just type the URL in the Search Bar above to navigate directly to the Webpage Scoresheet of your choice.
1160
To have SEOENG™ email this Webpage Scoresheet, please fill out the form below.
Email:
Send This Scoresheet To Your Webmaster!
1162
1164

FIG. 11E

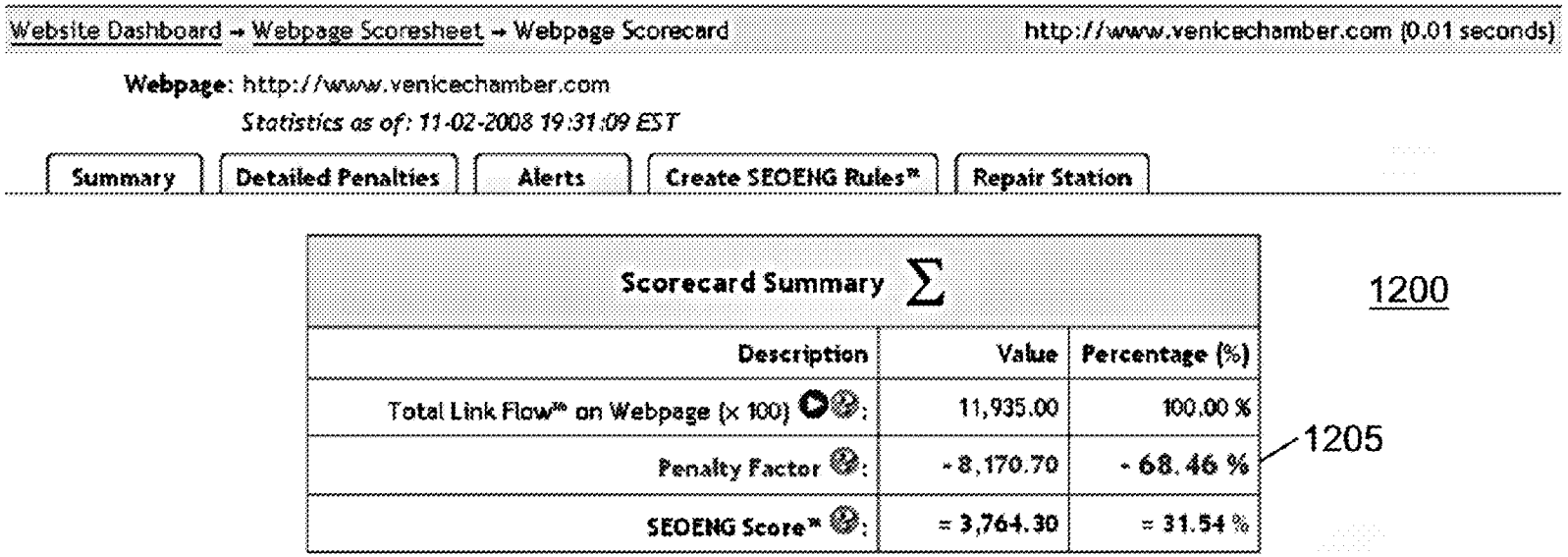

Website Dashboard → Webpage Scoresheet → Webpage Scorecard
http://www.venicechamber.com (0.01 seconds)
Webpage: http://www.venicechamber.com
Statistics as of: 11-02-2008 19:31:09 EST
Summary
Detailed Penalties
Alerts
Create SEOENG Rules™
Repair Station
Scorecard Summary Σ
Description
Value
Percentage (%)
Total Link Flow™ on Webpage (x 100):
11,935.00
100.00 %
Penalty Factor:
- 8,170.70
- 68.46 %
SEOENG Score™:
= 3,764.30
= 31.54 %
1200
1205

FIG. 12A

1207

1209

| Penalties | | | |
|---|---|---|---|
| Penalty Description | Penalty Score | Penalty Location | Penalty Affect on SEOENG Score™ |
| # Unique Words on Webpage: | 20 | | - 22.87 % |
| % 'Outgoing Paid Links': | 100.00 % | | - 20.00 % |
| % 'Incoming Paid Links': | 76.99 % | | - 3.85 % |
| Avg. Word Length: | 6.68 | | - 0.01 % |
| Avg. Link Flow™ of External Webpages Linked from this Webpage: | 3,188.00 | | - 0.00 % |
| Avg. Link Flow™ of External Webpages Linking to this Webpage: | 126.62 | | - 0.00 % |
| # Duplicate Market Focus: | 0 | | - 0.00 % |
| # Duplicate Content: | 1 | | - 5.00 % |
| Missing ALT Text %: | 0.00 % | | - 0.00 % |
| Missing META Title? | false | | - 0.00 % |
| Missing META Description? | false | | - 0.00 % |
| Missing META Keywords? | false | | - 0.00 % |
| META Title Relevancy: | 100.00 % | | - 0.00 % |
| META Description Relevancy: | 40.00 % | | - 0.90 % |
| META Keyword Relevancy: | 16.67 % | | - 0.83 % |
| Missing Header Tags? | true | | - 5.00 % |
| Is 'Keyword Stuffed'? | false | | - 0.00 % |
| Penalty Factor: | | | = -68.46 % |

FIG. 12B

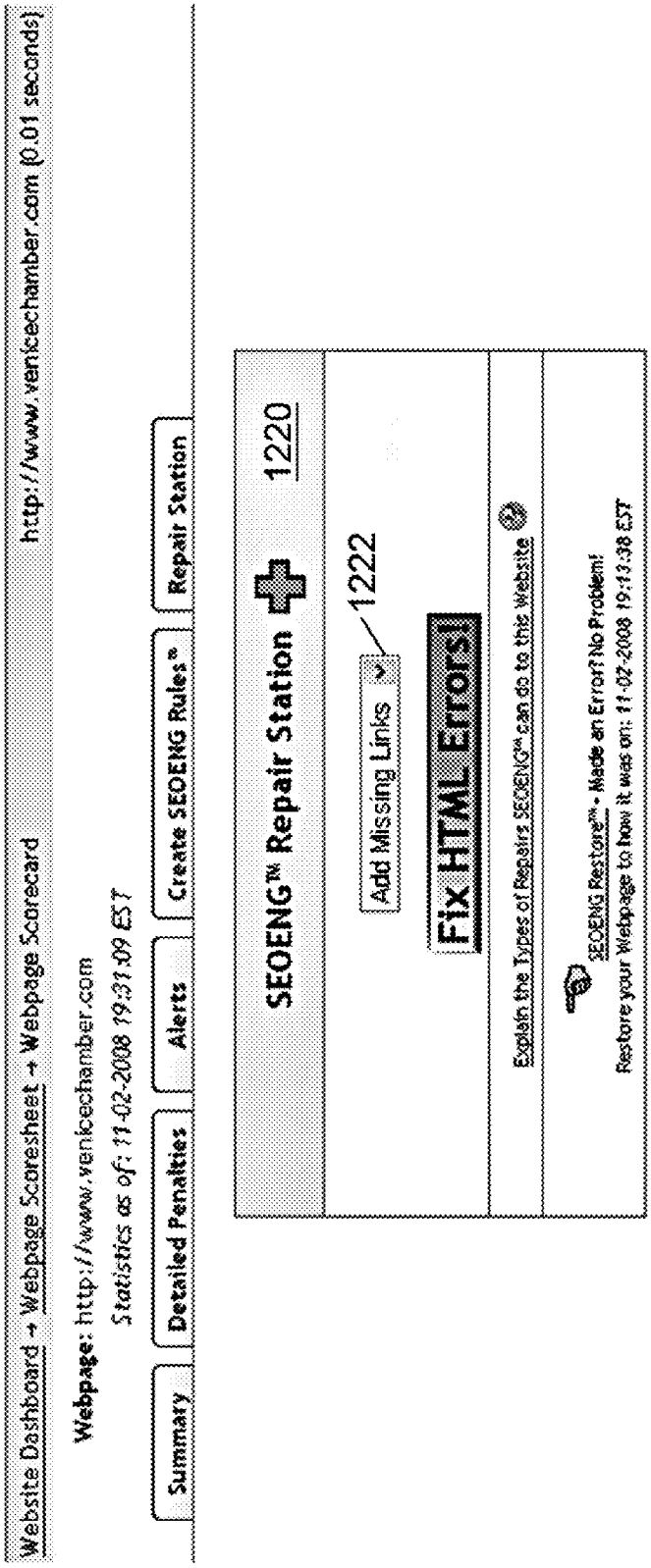
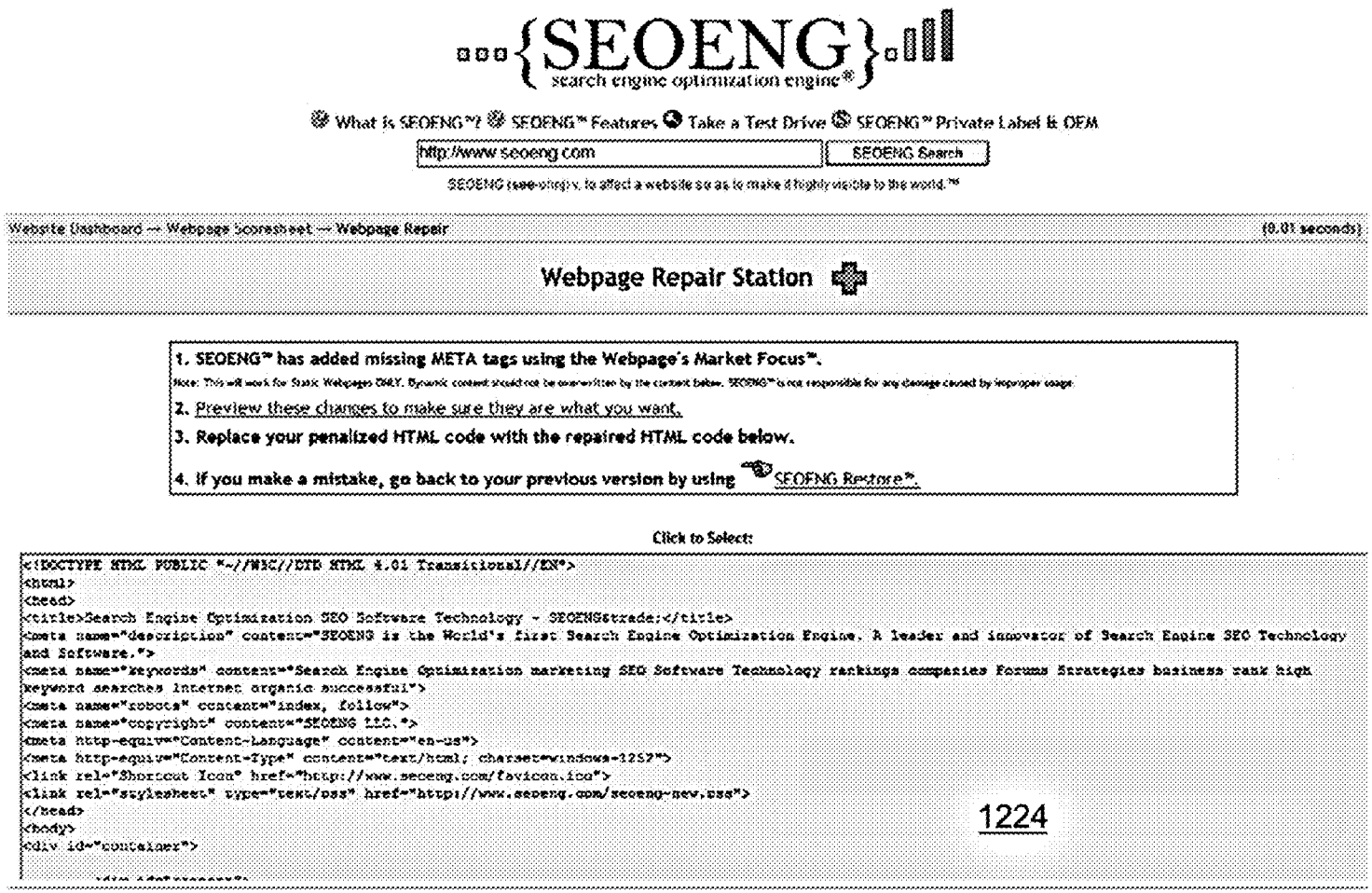

Website Dashboard → Webpage Scoresheet → Webpage Scorecard
http://www.venicechamber.com (0.01 seconds)
Webpage: http://www.venicechamber.com
Statistics as of: 11-02-2008 19:31:09 EST
Summary
Detailed Penalties
Alerts
Create SEOENG Rules™
Repair Station
SEOENG™ Repair Station
1220
Add Missing Links
1222
Fix HTML Errors!
Explain the Types of Repairs SEOENG™ can do to this Website
SEOENG Restore™ - Made an Error? No Problem!
Restore your Webpage to how it was on: 11-02-2008 19:13:38 EST

FIG. 12C


{SEOENG}
search engine optimization engine®
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://www.seoeng.com
SEOENG Search
SEOENG (see-ahng)-v. to affect a website so as to make it highly visible to the world.™
Website Dashboard — Webpage Scoresheet — Webpage Repair
(0.01 seconds)
Webpage Repair Station
1. SEOENG™ has added missing META tags using the Webpage's Market Focus™.
Note: This will work for Static Webpages ONLY. Dynamic content should not be overwritten by the content below. SEOENG™ is not responsible for any damage caused by improper usage.
2. Preview these changes to make sure they are what you want.
3. Replace your penalized HTML code with the repaired HTML code below.
4. If you make a mistake, go back to your previous version by using SEOENG Restore™.
Click to Select:
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html>
<head>
<title>Search Engine Optimization SEO Software Technology - SEOENGstrade:</title>
<meta name="description" content="SEOENG is the World's first Search Engine Optimization Engine. A leader and innovator of Search Engine SEO Technology and Software.">
<meta name="keywords" content="Search Engine Optimization marketing SEO Software Technology rankings companies Forums Strategies business rank high keyword searches Internet organic successful">
<meta name="robots" content="index, follow">
<meta name="copyright" content="SEOENG LLC.">
<meta http-equiv="Content-Language" content="en-us">
<meta http-equiv="Content-Type" content="text/html; charset=windows-1252">
<link rel="Shortcut Icon" href="http://www.seoeng.com/favicon.ico">
<link rel="stylesheet" type="text/css" href="http://www.seoeng.com/seoeng-new.css">
</head>
<body>

1224

FIG. 12D

| Market Focus™ | Market Focus Rank™ |
|---|---|
| venice area chamber | 10.0 |
| area chamber commerce | 7.15 |
| chamber commerce venice | 6.57 |
| chamber expo venice | 6.43 |
| venice florida area | 6.39 |
| expo venice area | 6.36 |
| official venice area | 6.36 |
| venice development area | 6.36 |
| development area chamber | 6.28 |
| chamber member activities | 3.79 |
| osprey chamber member | 3.79 |
| florida area member | 3.74 |
| area member information | 3.72 |
| commerce official venice | 3.39 |
| commerce venice development | 3.39 |
| visit venice florida | 3.33 |
| chamber commerce enjoy | 3.31 |
| chamber commerce official | 3.31 |
| department visit venice | 3.3 |
| golf thriving venice | 3.26 |
| venice south laurel | 3.26 |

FIG. 13A

**Incoming Anchor Text**

| Word | Associated LinkFlow™ |
|---|---|
| venice | 127.76 |
| chamber | 112.58 |
| area | 100.79 |
| district | 8.63 |
| historic | 8.63 |
| member | 1.50 |
| order | 0.36 |
| visitor | 0.36 |
| commerce | 0.22 |
| business | 0.21 |
| year | 0.21 |
| visit | 0.07 |
| florida | 0.04 |

FIG. 13B

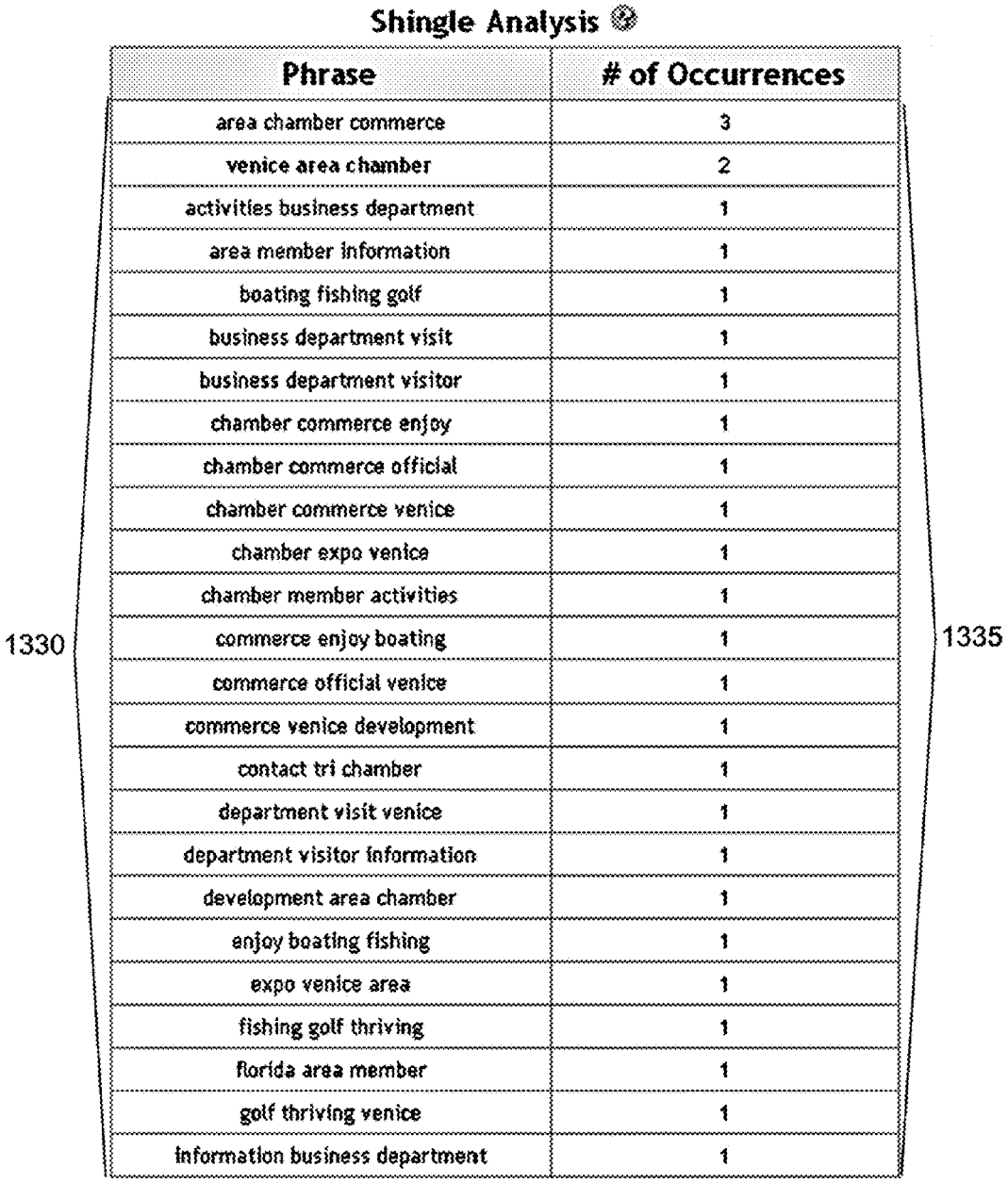

Shingle Analysis
Phrase
# of Occurrences
area chamber commerce 3
venice area chamber 2
activities business department 1
area member information 1
boating fishing golf 1
business department visit 1
business department visitor 1
chamber commerce enjoy 1
chamber commerce official 1
chamber commerce venice 1
chamber expo venice 1
chamber member activities 1
commerce enjoy boating 1
commerce official venice 1
commerce venice development 1
contact tri chamber 1
department visit venice 1
department visitor information 1
development area chamber 1
enjoy boating fishing 1
expo venice area 1
fishing golf thriving 1
florida area member 1
golf thriving venice 1
information business department 1
1330
1335

FIG. 13C

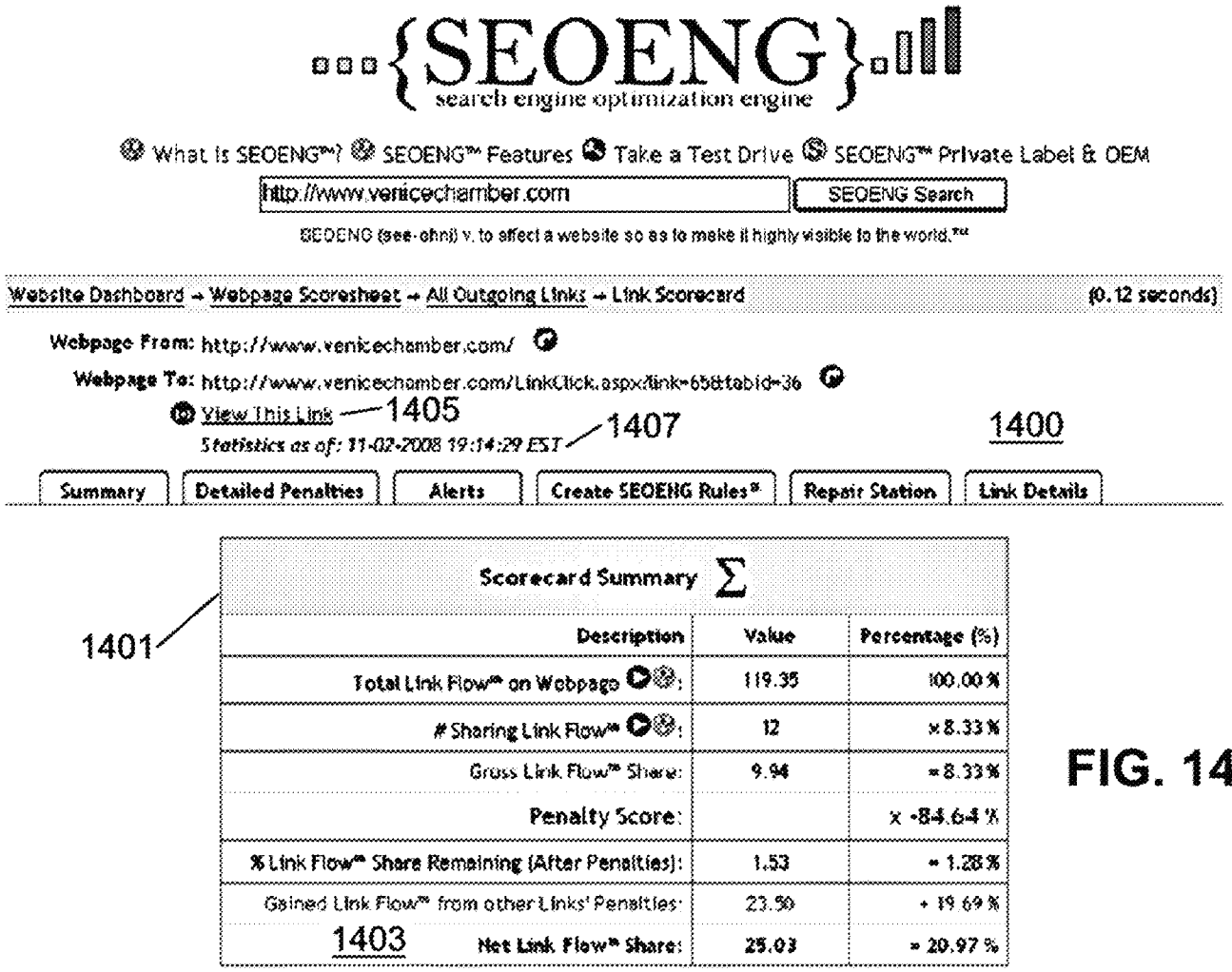

{SEOENG}
search engine optimization engine
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://www.venicechamber.com
SEOENG Search
SEOENG (see-ehn) v. to affect a website so as to make it highly visible to the world.™
Website Dashboard → Webpage Scoresheet → All Outgoing Links → Link Scorecard
(0.12 seconds)
Webpage From: http://www.venicechamber.com/
Webpage To: http://www.venicechamber.com/LinkClick.aspx?link=658&tabid=36
View This Link
1405
Statistics as of: 11-02-2008 19:14:29 EST
1407
1400
Summary
Detailed Penalties
Alerts
Create SEOENG Rules®
Repair Station
Link Details
1401
Scorecard Summary Σ
Description
Value
Percentage (%)
Total Link Flow™ on Webpage:
119.35
100.00 %
# Sharing Link Flow™:
12
x 8.33 %
Gross Link Flow™ Share:
9.94
= 8.33 %
Penalty Score:
x -84.64 %
% Link Flow™ Share Remaining (After Penalties):
1.53
= 1.28 %
Gained Link Flow™ from other Links' Penalties:
23.50
+ 19.69 %
1403
Net Link Flow™ Share:
25.03
= 20.97 %

FIG. 14A

Website Dashboard → Webpage Scorecard → All Outgoing Links → Link Scorecard
(0.1 seconds)
Webpage From: http://www.venkatchamber.com/
Webpage To: http://www.venkatchamber.com/LinkClick.aspx?link=652&tabid=36
View This Link
Statistics as of: 11-16-2008 00:06:42 EST
Summary
Detailed Penalties
Alerts
Create SEOEING Rules*
Repair Station
Link Details
Penalties
1410
Penalty Description
Penalty Score
Penalty Multiplier on Gross Link Flow*
Link Order on Webpage:
#3
x 99.00 %
Anchor Text Font Size:
16.00 px
x 52.00 %
Reciprocal?:
false
x 100.00 %
Editorial?:
false
x 30.00 %
Relevance:
Very Relevant
x 100.00 %
# of Duplicate Anchor Text on Webpage:
0
x 100.00 %
# of Duplicate Anchor Text to Webpage:
1
x 100.00 %
% Link Flow** Share to be Considered:
= 15.36 %
Penalty Score:
-84.64 %

FIG. 14B

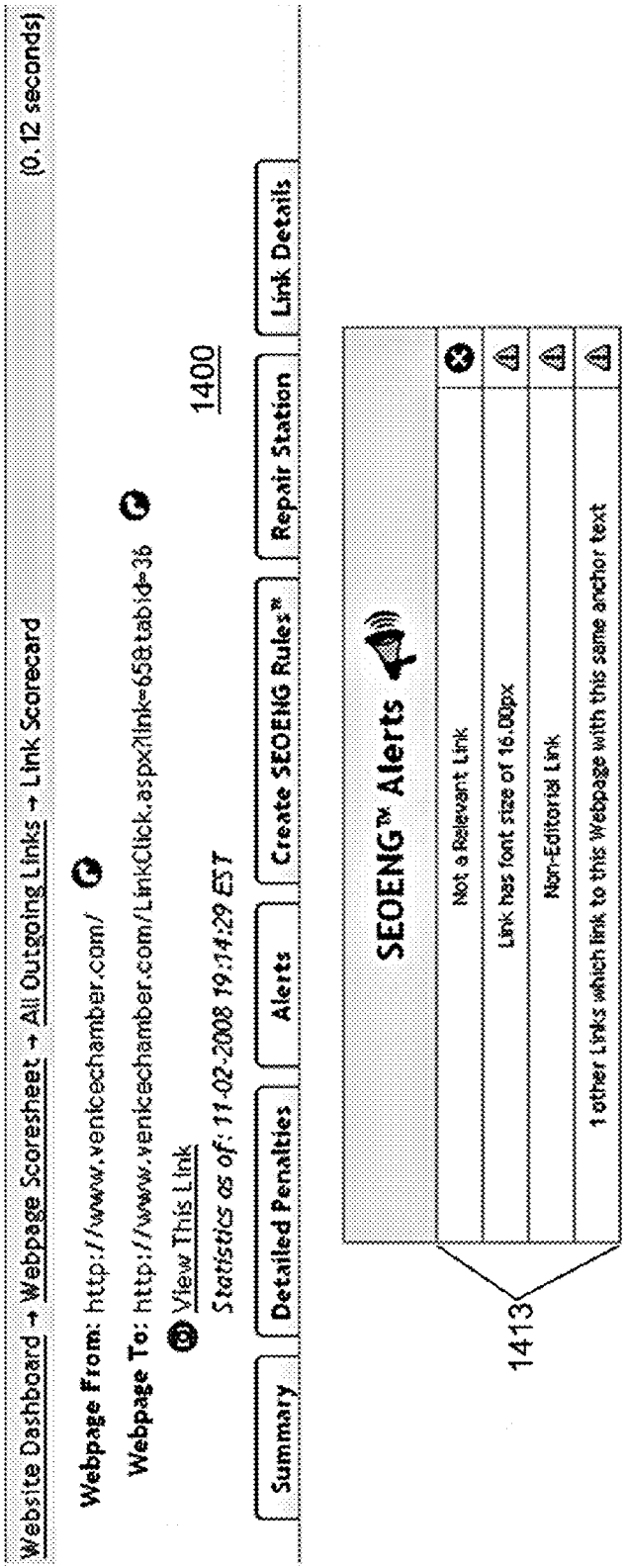

Website Dashboard → Webpage Scoresheet → All Outgoing Links → Link Scorecard
(0.12 seconds)
Webpage From: http://www.venicechamber.com/
Webpage To: http://www.venicechamber.com/LinkClick.aspx?link=658tabid=36
View This Link
1400
Statistics as of: 11-02-2008 19:14:29 EST
Summary
Detailed Penalties
Alerts
Create SEOENG Rules™
Repair Station
Link Details
SEOENG™ Alerts
Not a Relevant Link
Link has font size of 16.00px
Non-Editorial Link
1 other Links which link to this Webpage with this same anchor text
1413

FIG. 14C

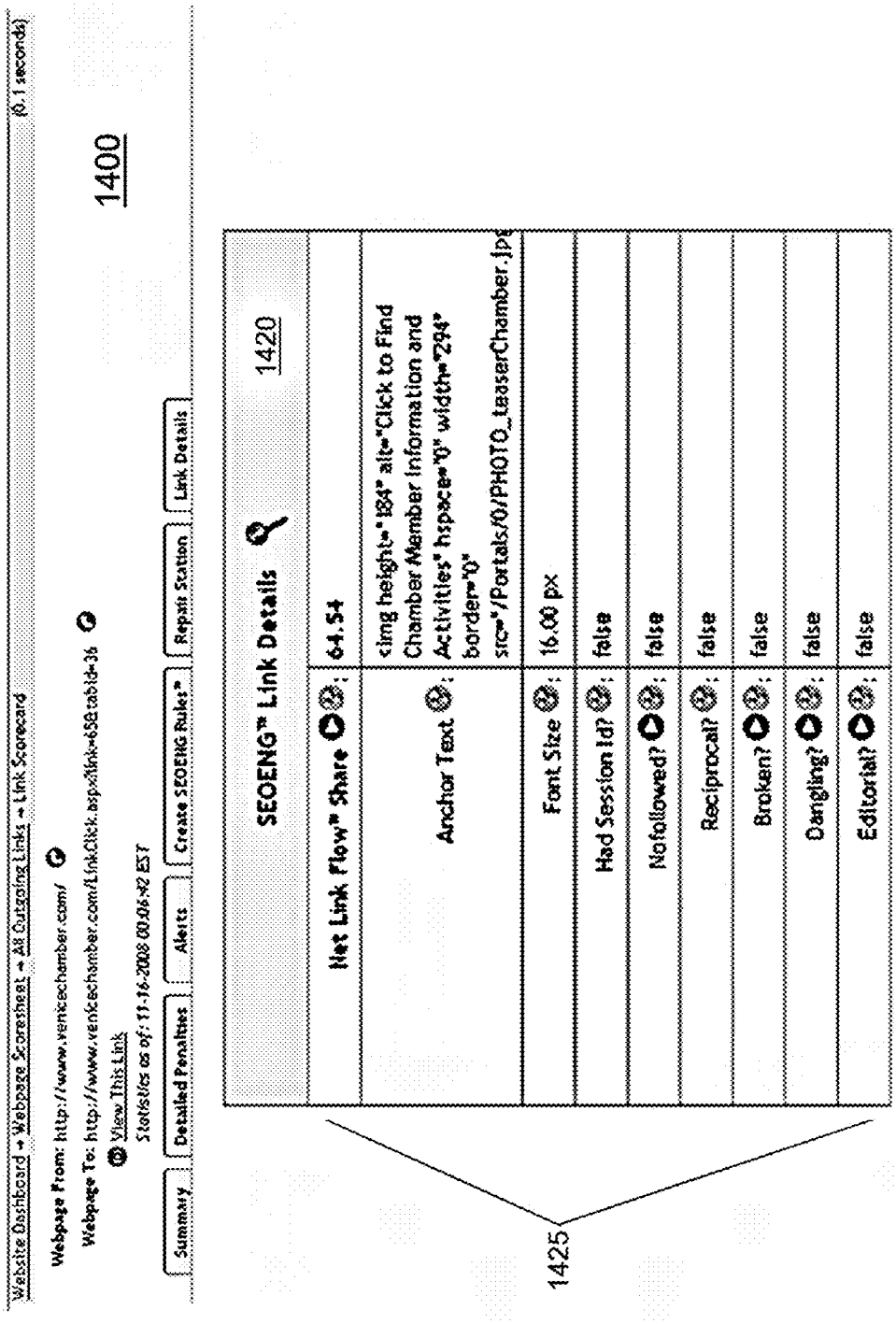

Website Dashboard → Webpage Scoresheet → All Outgoing Links → Link Scorecard
(0.1 seconds)
Webpage From: http://www.venicechamber.com/
Webpage To: http://www.venicechamber.com/LinkClick.aspx?link=658tabid=36
View This Link
Statistics as of: 11-16-2008 00:06:42 EST
Summary
Detailed Penalties
Alerts
Create SEOENG Rules™
Repair Station
Link Details
1400
SEOENG™ Link Details
1420
Net Link Flow™ Share
0.54
Anchor Text
<img height="134" alt="Click to Find Chamber Member Information and Activities" hspace="0" width="294" border="0" src="/Portals/0/PHOTO_teaserChamber.jpg
Font Size
16.00 px
Had Session Id?
false
Nofollowed?
false
Reciprocal?
false
Broken?
false
Dangling?
false
Editorial?
false
1425

FIG. 14D

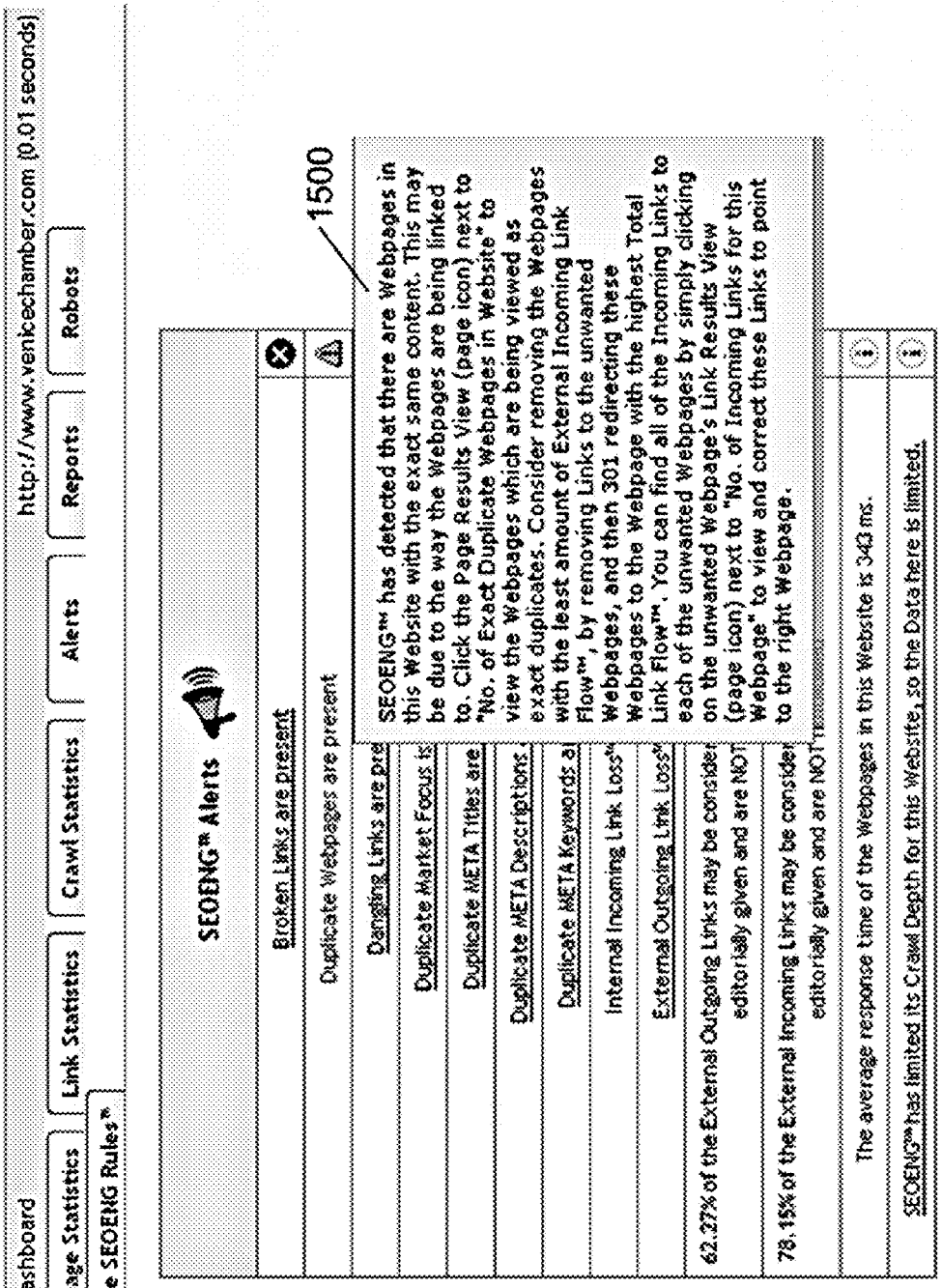

Website Dashboard
http://www.venkechamber.com (0.01 seconds)
Webpage Statistics
Link Statistics
Crawl Statistics
Alerts
Reports
Robots
Create SEOENG Rules™
SEOENG™ Alerts
Broken Links are present
Duplicate Webpages are present
Dangling Links are pre
Duplicate Market Focus is
Duplicate META Titles are
Duplicate META Descriptions
Duplicate META Keywords a
Internal Incoming Link Loss
External Outgoing Link Loss
62.27% of the External Outgoing Links may be consider
editorially given and are NOT
78.15% of the External Incoming Links may be consider
editorially given and are NOT
SEOENG™ has detected that there are Webpages in this Website with the exact same content. This may be due to the way the Webpages are being linked to. Click the Page Results View (page icon) next to "No. of Exact Duplicate Webpages in Website" to view the Webpages which are being viewed as exact duplicates. Consider removing the Webpages with the least amount of External Incoming Link Flow™, by removing Links to the unwanted Webpages, and then 301 redirecting these Webpages to the Webpage with the highest Total Link Flow™. You can find all of the Incoming Links to each of the unwanted Webpages by simply clicking on the unwanted Webpage's Link Results View (page icon) next to "No. of Incoming Links for this Webpage" to view and correct these Links to point to the right Webpage.
1500
The average response time of the Webpages in this Website is 343 ms.
SEOENG™ has limited its Crawl Depth for this Website, so the Data here is limited.

FIG. 15

1600
1.
Webpage From: http://www.venicechamber.com/VisitorInformation/TheVeniceArea/EmploymentResources/tabid/120/Default.aspx
Webpage To: http://pats.sarasotacounty.org/
View This Link
View Screenshot
Statistics as of: 11-02-2008 19:18:40 EST
Net Link Flow™ Share: 0.00
Anchor Text: pats.sarasotacounty.org
Font Size: 16.00 px
Had Session Id?: false
Nofollowed?: false
Broken?: true
Error Msg?: TIMEOUT
Dangling?: false
Editorial?: true
2.
Webpage From:
Webpage To: http://pats.sarasotacounty.org/
Statistics as of: 11-02-2008 19:24:28 EST
Net Link Flow™ Share: 0.00
Anchor Text: pats.sarasotacounty.org
Font Size: 16.00 px
Had Session Id?: false
Nofollowed?: false
Broken?: true
Error Msg?: TIMEOUT
Dangling?: false
Editorial?: true

FIG. 16

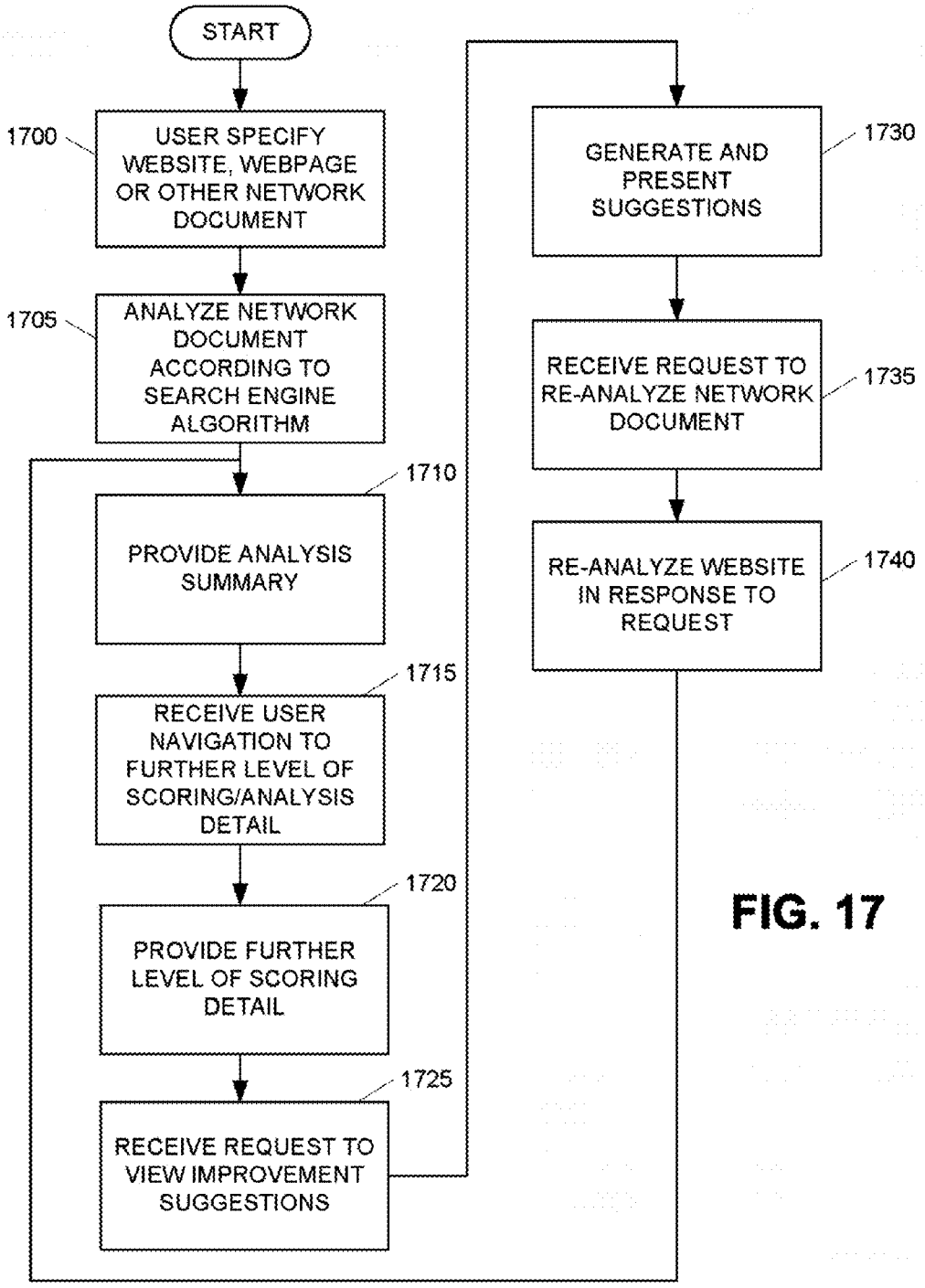

START
1700
USER SPECIFY WEBSITE, WEBPAGE OR OTHER NETWORK DOCUMENT
1705
ANALYZE NETWORK DOCUMENT ACCORDING TO SEARCH ENGINE ALGORITHM
1710
PROVIDE ANALYSIS SUMMARY
1715
RECEIVE USER NAVIGATION TO FURTHER LEVEL OF SCORING/ANALYSIS DETAIL
1720
PROVIDE FURTHER LEVEL OF SCORING DETAIL
1725
RECEIVE REQUEST TO VIEW IMPROVEMENT SUGGESTIONS
1730
GENERATE AND PRESENT SUGGESTIONS
1735
RECEIVE REQUEST TO RE-ANALYZE NETWORK DOCUMENT
1740
RE-ANALYZE WEBSITE IN RESPONSE TO REQUEST

FIG. 17

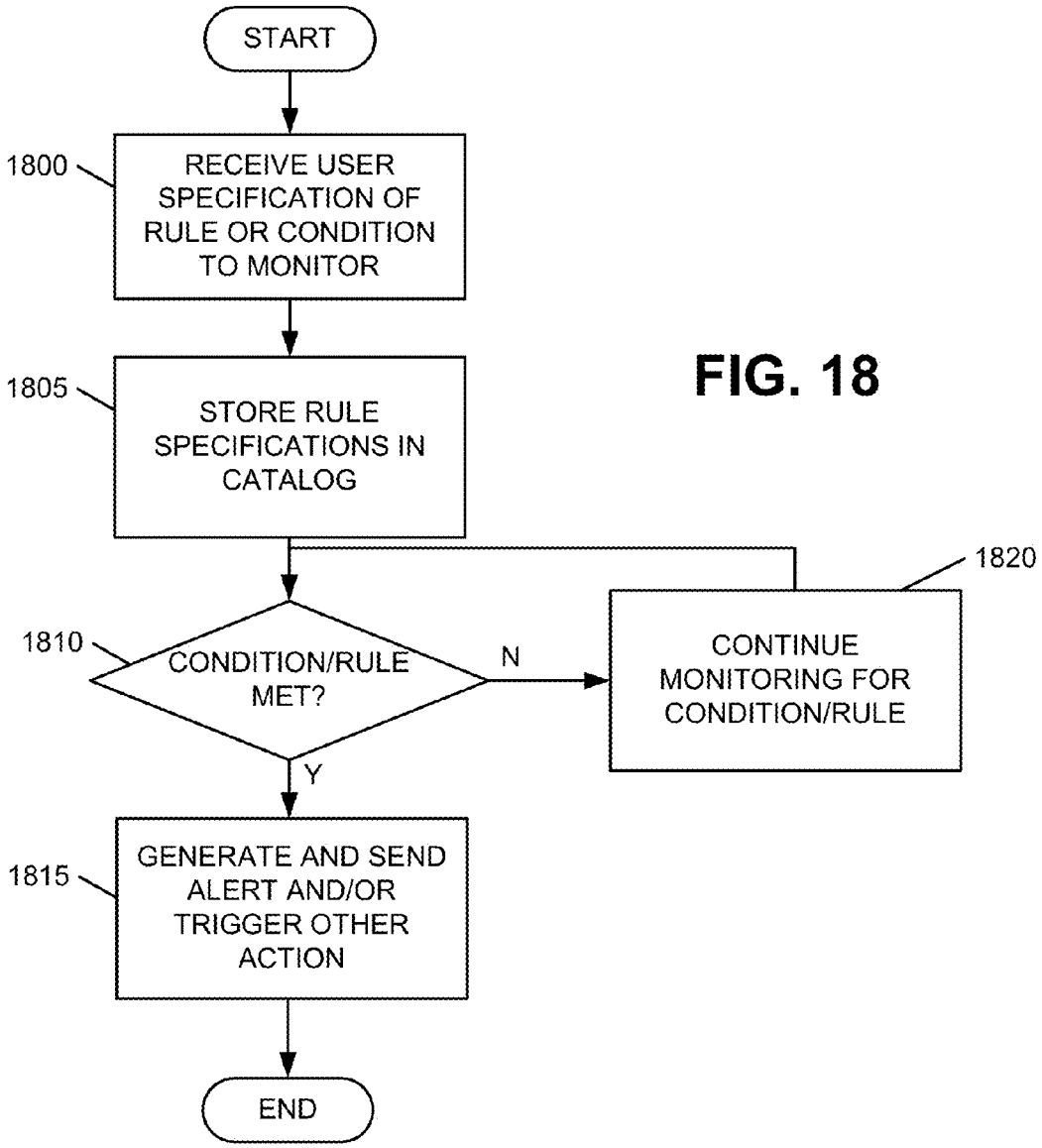

START
1800
RECEIVE USER SPECIFICATION OF RULE OR CONDITION TO MONITOR
1805
STORE RULE SPECIFICATIONS IN CATALOG
1820
1810
CONDITION/RULE MET?
N
CONTINUE MONITORING FOR CONDITION/RULE
Y
1815
GENERATE AND SEND ALERT AND/OR TRIGGER OTHER ACTION
END

FIG. 18

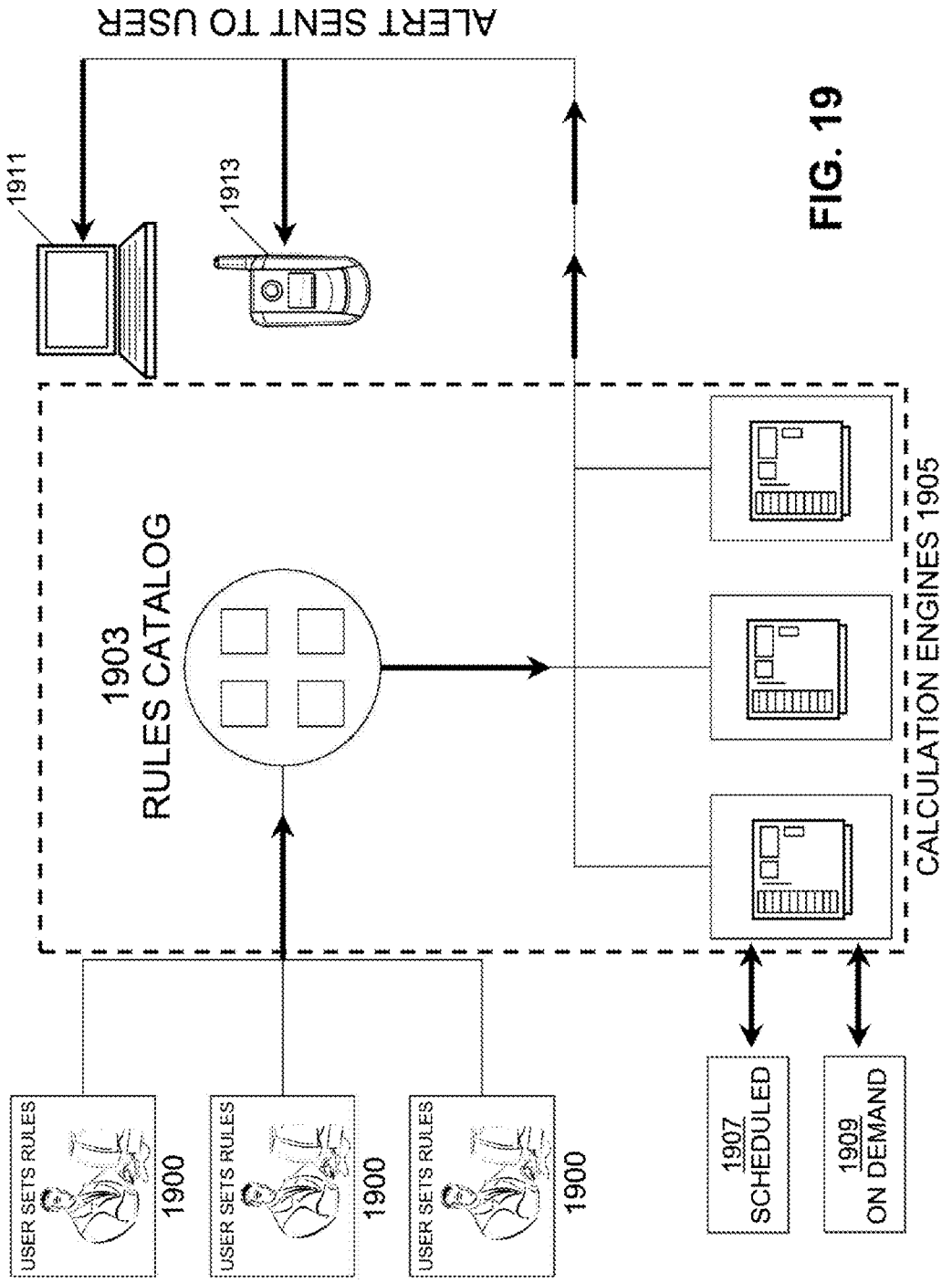

ALERT SENT TO USER
1911
1913
1903
RULES CATALOG
CALCULATION ENGINES 1905
USER SETS RULES
1900
USER SETS RULES
1900
USER SETS RULES
1900
1907
SCHEDULED
1909
ON DEMAND

FIG. 19

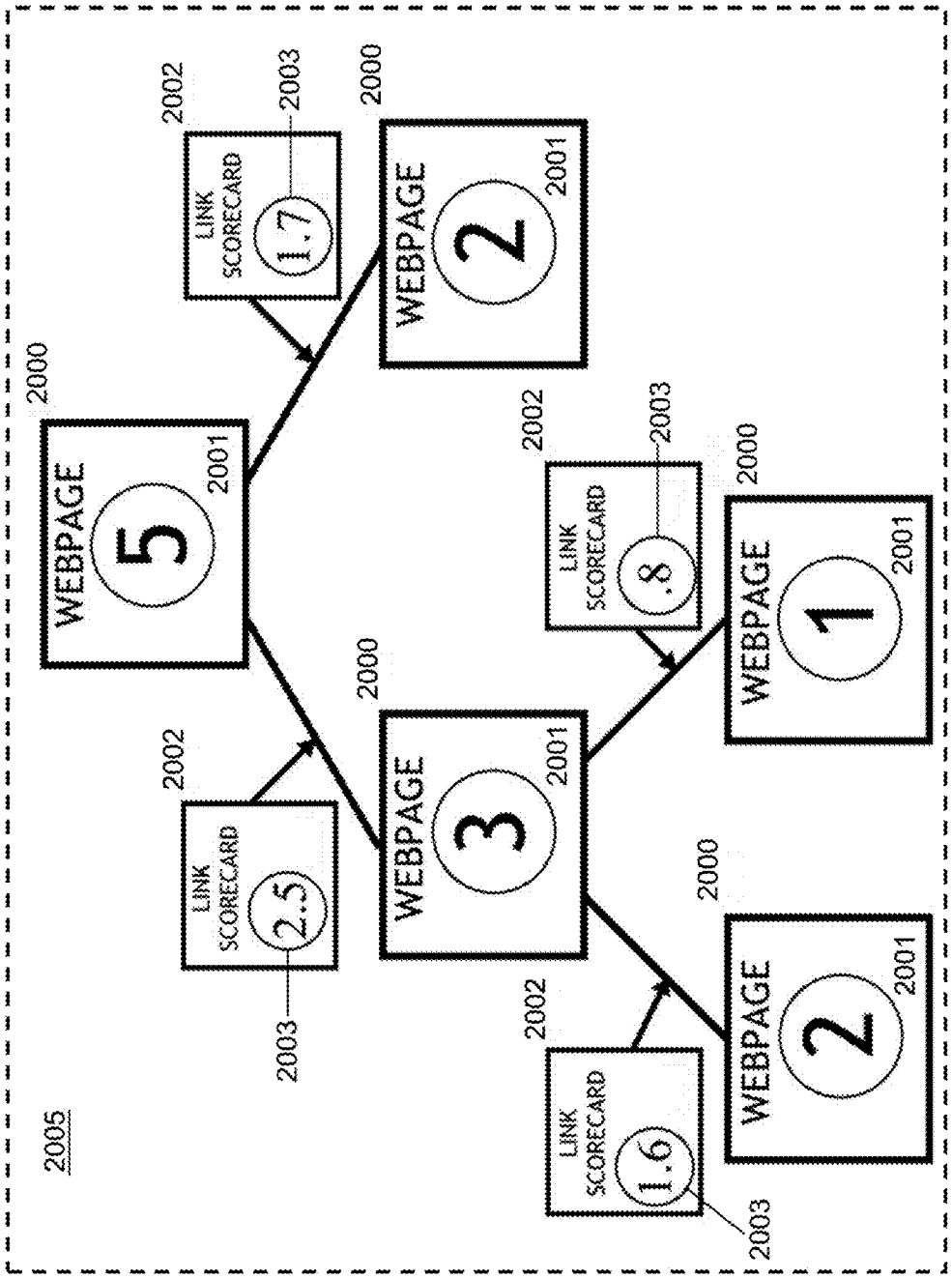

2005
WEBPAGE 5
2000
2001
WEBPAGE 2
WEBPAGE 3
WEBPAGE 1
WEBPAGE 2
LINK SCORECARD 1.7
LINK SCORECARD 2.5
LINK SCORECARD .8
LINK SCORECARD 1.6
2002
2003

FIG. 20

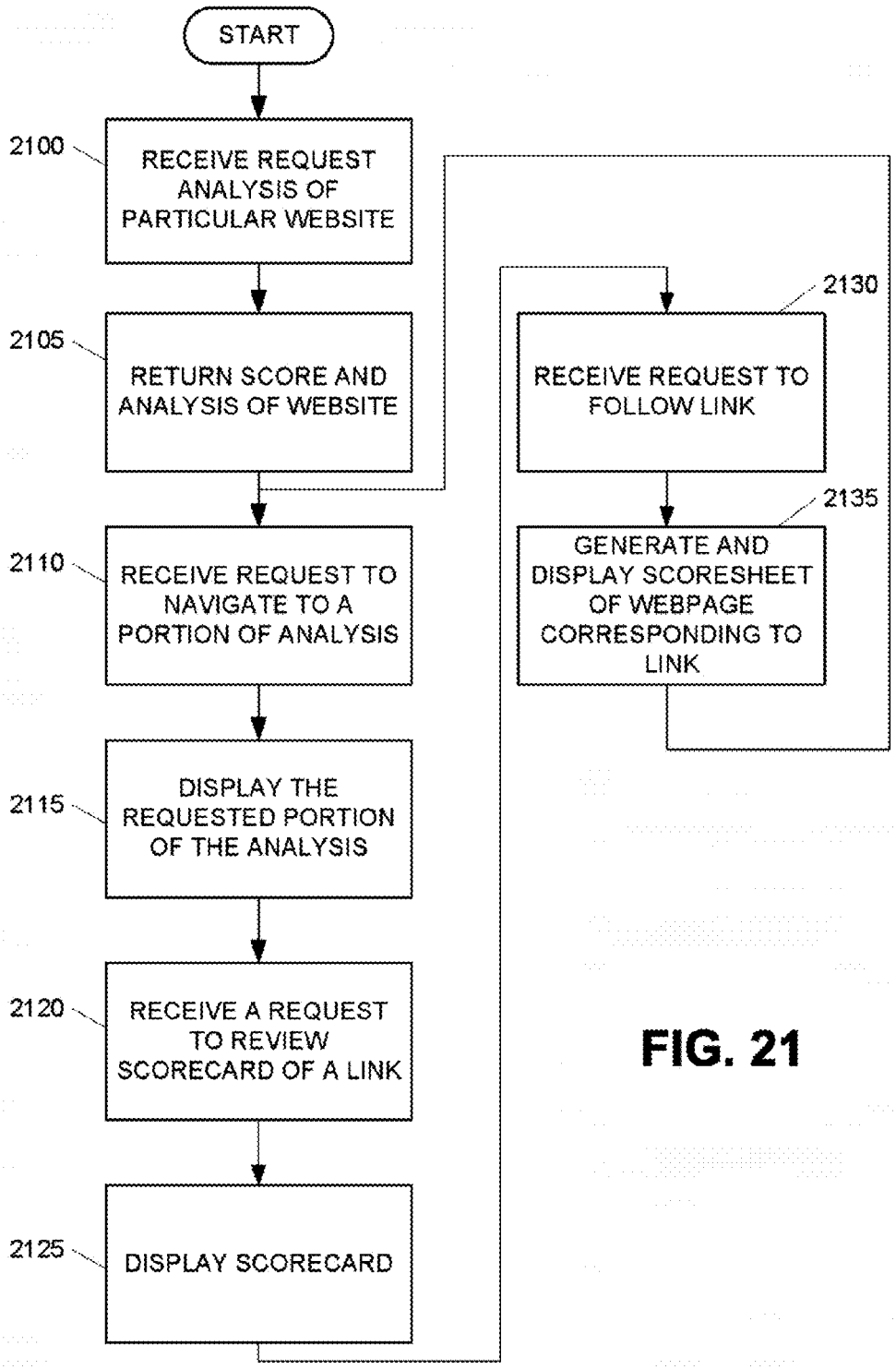

START
2100
RECEIVE REQUEST ANALYSIS OF PARTICULAR WEBSITE
2105
RETURN SCORE AND ANALYSIS OF WEBSITE
2110
RECEIVE REQUEST TO NAVIGATE TO A PORTION OF ANALYSIS
2115
DISPLAY THE REQUESTED PORTION OF THE ANALYSIS
2120
RECEIVE A REQUEST TO REVIEW SCORECARD OF A LINK
2125
DISPLAY SCORECARD
2130
RECEIVE REQUEST TO FOLLOW LINK
2135
GENERATE AND DISPLAY SCORESHEET OF WEBPAGE CORRESPONDING TO LINK

FIG. 21

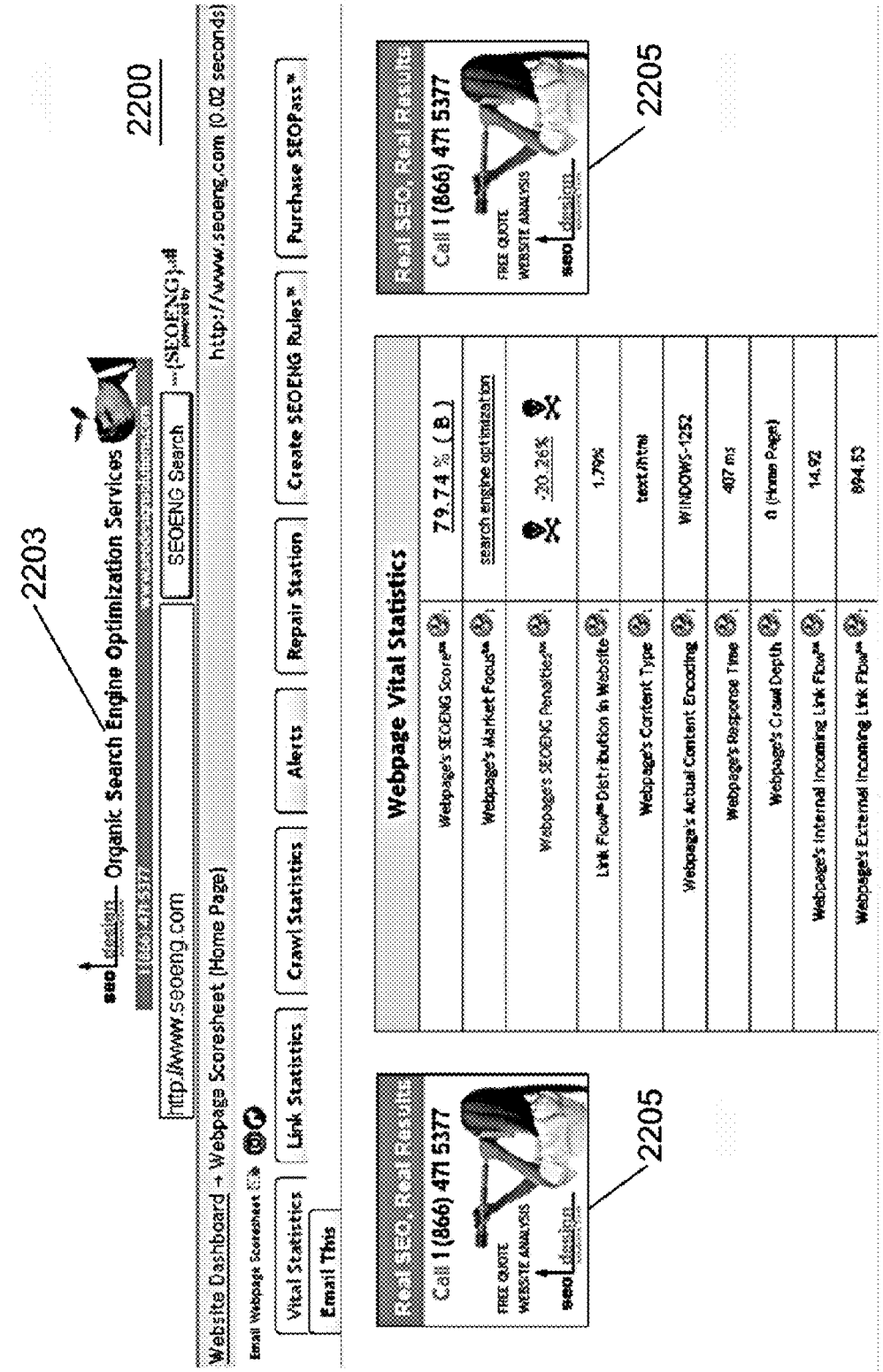

2200
2203
seo design Organic Search Engine Optimization Services
http://www.seoeng.com
SEOENG Search
...{SEOENG}.#
Website Dashboard → Webpage Scoresheet (Home Page)
http://www.seoeng.com (0.02 seconds)
Email Webpage Scoresheet
Vital Statistics
Link Statistics
Crawl Statistics
Alerts
Repair Station
Create SEOENG Rules™
Purchase SEOPass™
Email This
Webpage Vital Statistics
Webpage's SEOENG Score™ 79.74 % ( B )
Webpage's Market Focus™ search engine optimization
Webpage's SEOENG Penalties™ -20.26%
Link Flow™ Distribution in Website 1.79%
Webpage's Content Type text/html
Webpage's Actual Content Encoding WINDOWS-1252
Webpage's Response Time 407 ms
Webpage's Crawl Depth 0 (Home Page)
Webpage's Internal Incoming Link Flow™ 14.92
Webpage's External Incoming Link Flow™ 894.53
Real SEO Real Results
Call 1 (866) 471 5377
FREE QUOTE
WEBSITE ANALYSIS
seo design
2205
2205

FIG. 22A

2200
Organic Search Engine Optimization Services
http://www.seoeng.com
SEOENG Search
{SEOENG}
Queue Status
http://www.seoeng.com (0 seconds)
SEOENG Queue Status for:
http://www.seoeng.com
This Website is currently not queued by SEOENG™.
This Website's data has been compiled 19 times, the most recent of which was on
Sun, Nov 09, 2008 @ 00:07:01 EST.
Watch the SEOENG™ Overview Tutorial
New to SEOENG™ ? Take a Test Drive of our Search Engine Optimization Engine®
See what SEOENG™ is like with a SEOPass™ to http://www.venicechamber.com.
Click Here to Take a Test Drive of http://www.venicechamber.com
Organic Search Engine Optimization Services

FIG. 22B

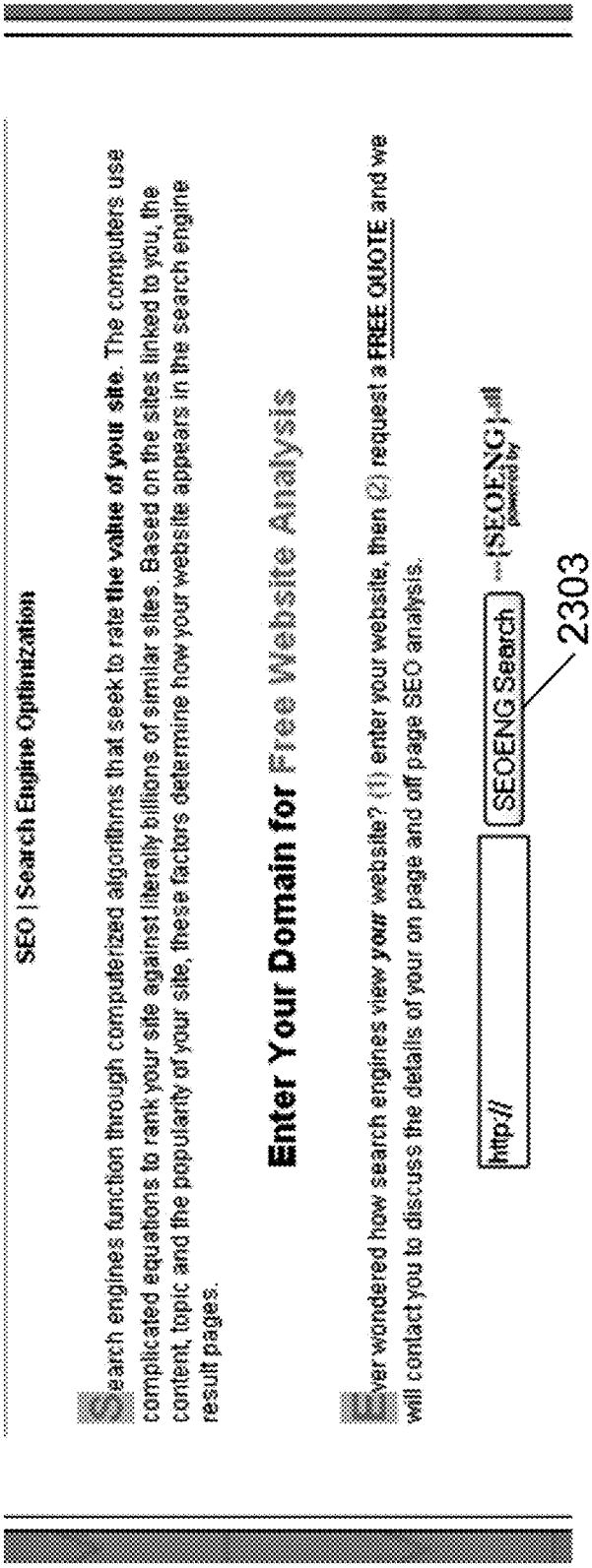
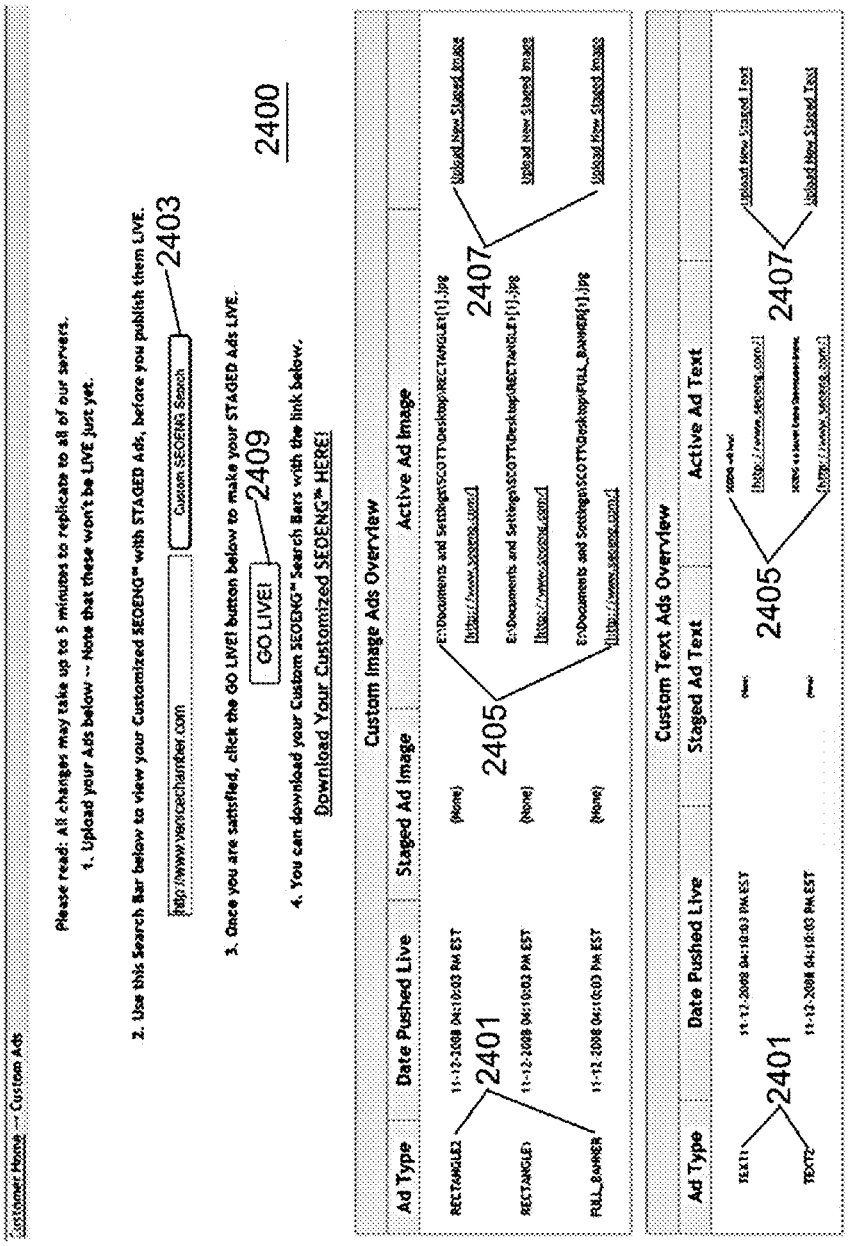

SEO | Search Engine Optimization
Search engines function through computerized algorithms that seek to rate the value of your site. The computers use complicated equations to rank your site against literally billions of similar sites. Based on the sites linked to you, the content, topic and the popularity of your site, these factors determine how your website appears in the search engine result pages.
Enter Your Domain for Free Website Analysis
Ever wondered how search engines view your website? (1) enter your website, then (2) request a FREE QUOTE and we will contact you to discuss the details of your on page and off page SEO analysis.
http://
SEOENG Search
powered by SEOENG
2303

FIG. 23

FIG. 24A


{SEOENG}
search engine optimization engine®
What is SEOENG™ SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://www.venicechamber.com
SEOENG Search
Customer Home — Custom Ads
Please read: All changes may take up to 5 minutes to replicate to all of our servers.
1. Upload your Ads below -- Note that these won't be LIVE just yet.
2. Use this Search Bar below to view your Customized SEOENG™ with STAGED Ads, before you publish them LIVE.
http://www.venicechamber.com
Custom SEOENG Search
2403
3. Once you are satisfied, click the GO LIVE! button below to make your STAGED Ads LIVE.
GO LIVE!
2409
2400
4. You can download your Custom SEOENG™ Search Bars with the link below.
Download Your Customized SEOENG™ HERE!
Custom Image Ads Overview
Ad Type
Date Pushed Live
Staged Ad Image
Active Ad Image
RECTANGLE2
11-12-2008 04:10:03 PM EST
(None)
E:\Documents and Settings\SCOTT\Desktop\RECTANGLE1[1].jpg
http://www.seoeng.com/d
Upload New Staged Image
RECTANGLE1
11-12-2008 04:10:03 PM EST
(None)
E:\Documents and Settings\SCOTT\Desktop\RECTANGLE1[1].jpg
http://www.seoeng.com/d
Upload New Staged Image
FULL_BANNER
11-12-2008 04:10:03 PM EST
(None)
E:\Documents and Settings\SCOTT\Desktop\FULL_BANNER[1].jpg
http://www.seoeng.com/d
Upload New Staged Image
2401
2405
2407
Custom Text Ads Overview
Ad Type
Date Pushed Live
Staged Ad Text
Active Ad Text
TEXT1
11-12-2008 04:10:03 PM EST
www.seoeng.com
http://www.seoeng.com/d
Upload New Staged Text
TEXT2
11-12-2008 04:10:03 PM EST
www.seoeng.com
http://www.seoeng.com/d
Upload New Staged Text
2401
2405
2407

## Download Your Custom SEOENG™!

**Directions:**

Add this powerful customized SEOENG™ Search Bar tool to your Website.
Simply select a design from the options below, then copy and paste the corresponding code on any Webpage to enable visitors to search your own customized version of SEOENG™ directly from your Website!

SEOENG™ Mini Search Bar

➡ What your visitors will see:

http:// SEOENG Search ~{SEOENG}~

➡ Add this Code to your Website for SEOENG™ Mini Search Bar:

Click to Select:

```
<!--**********************************
* START SEOENG SEARCH FORM
*
* Subject to SEOENG Terms of Service (TOS) found at
'http://learn.seoeng.com/terms.htm',
*
* Do not modify or alter this Search Bar in any way.  Must be displayed
as shown at:
*
* 'http://www.seoeng.com/seoeng-form.htm'
*
* Copyright © 2001-2008 SEOENG LLC. All rights reserved. Patent Pending.
-->
<form method="post" action="http://search.seoeng.com/"
enctype="application/x-www-form-urlencoded">
<input type="hidden" name="externalSearchForm" value="" />

<input type="hidden" name="affiliateId" value="206" />
```

FIG. 24B

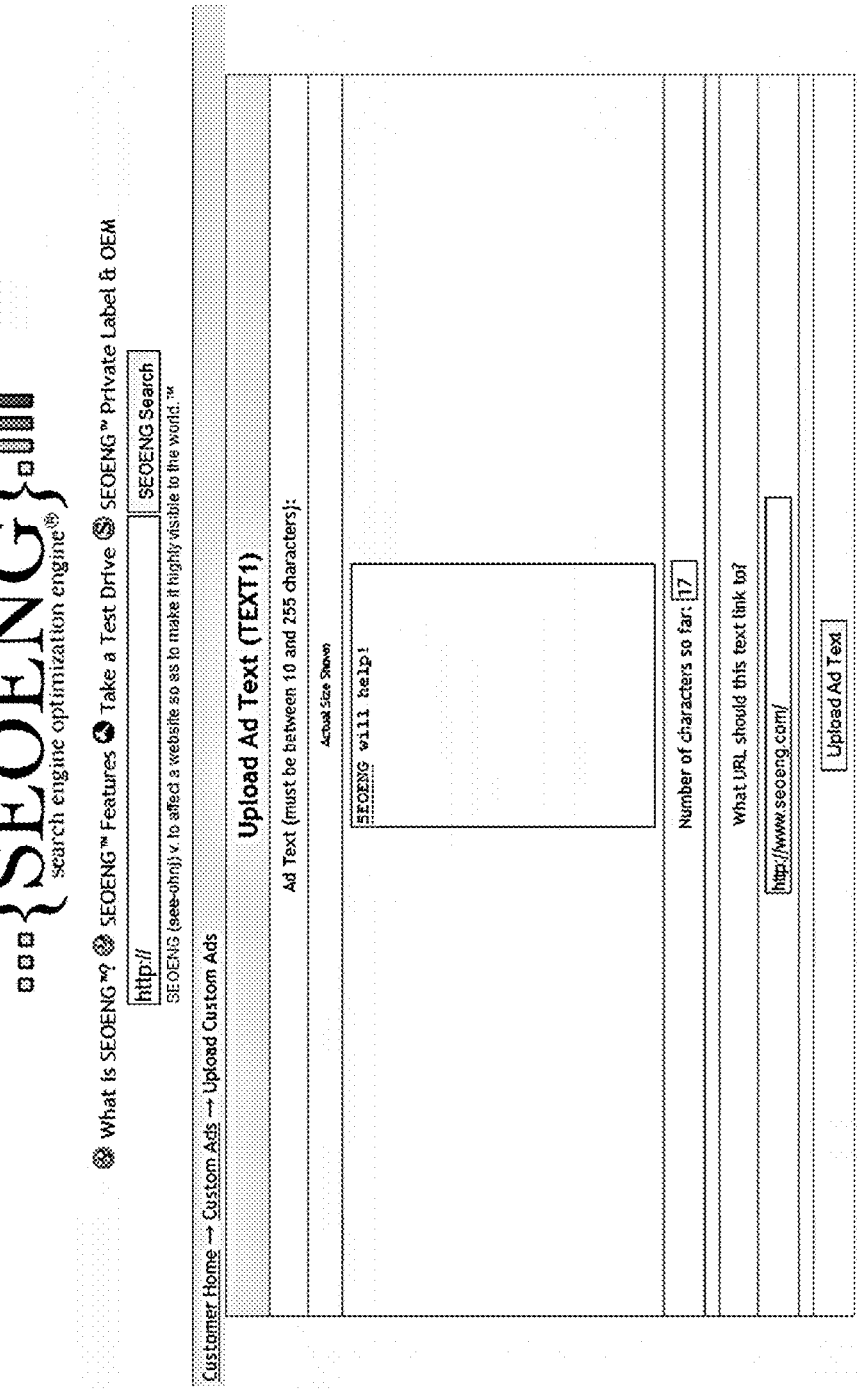

{SEOENG}
search engine optimization engine
What is SEOENG ? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://
SEOENG Search
SEOENG (see-ohnj'v. to affect a website so as to make it highly visible to the world.™
Customer Home → Custom Ads → Upload Custom Ads
Upload Ad Text (TEXT1)
Ad Text (must be between 10 and 255 characters):
Actual Size Shown
SEOENG will help!
Number of characters so far: 17
What URL should this text link to?
http://www.seoeng.com/
Upload Ad Text

FIG. 24C

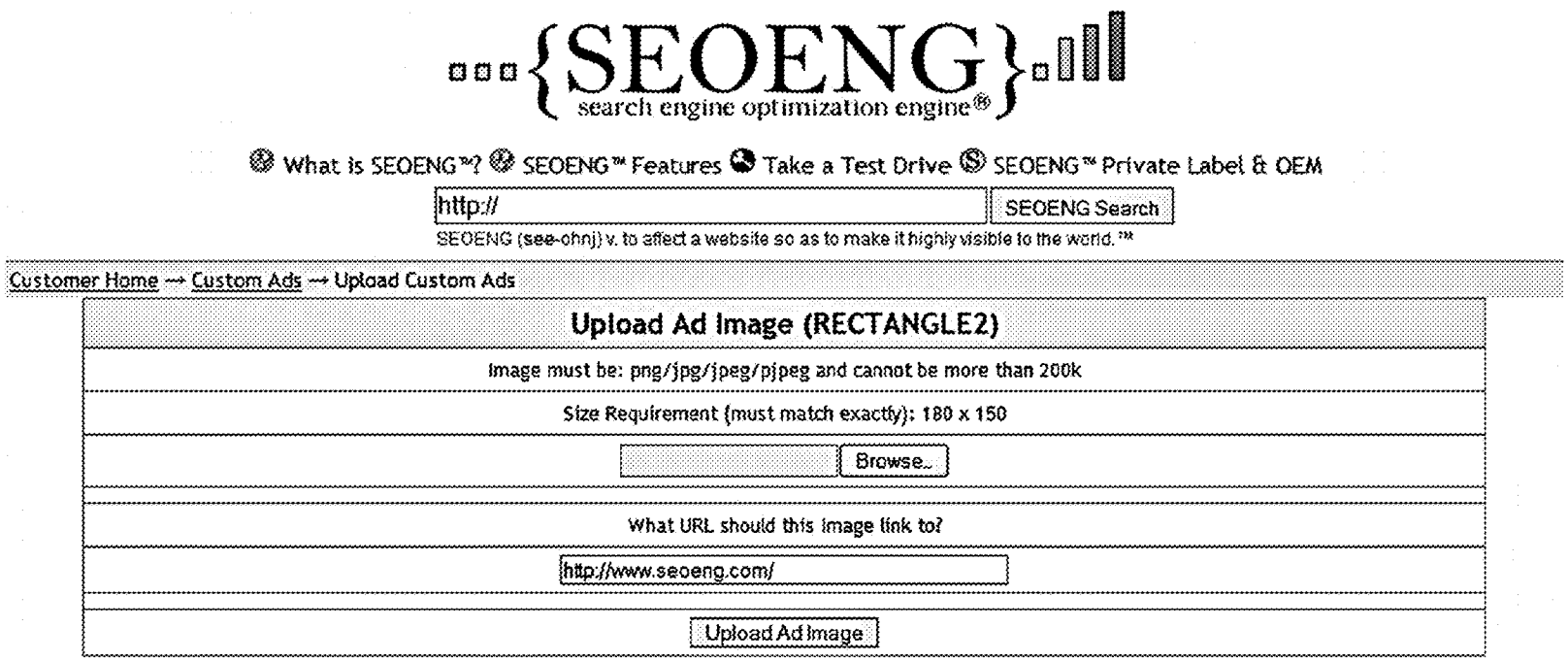

{SEOENG}
search engine optimization engine®
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://
SEOENG Search
SEOENG (see-ohnj) v. to affect a website so as to make it highly visible to the world. ™
Customer Home → Custom Ads → Upload Custom Ads
Upload Ad Image (RECTANGLE2)
Image must be: png/jpg/jpeg/pjpeg and cannot be more than 200k
Size Requirement (must match exactly): 180 x 150
Browse...
What URL should this image link to?
http://www.seoeng.com/
Upload Ad Image

FIG. 24D

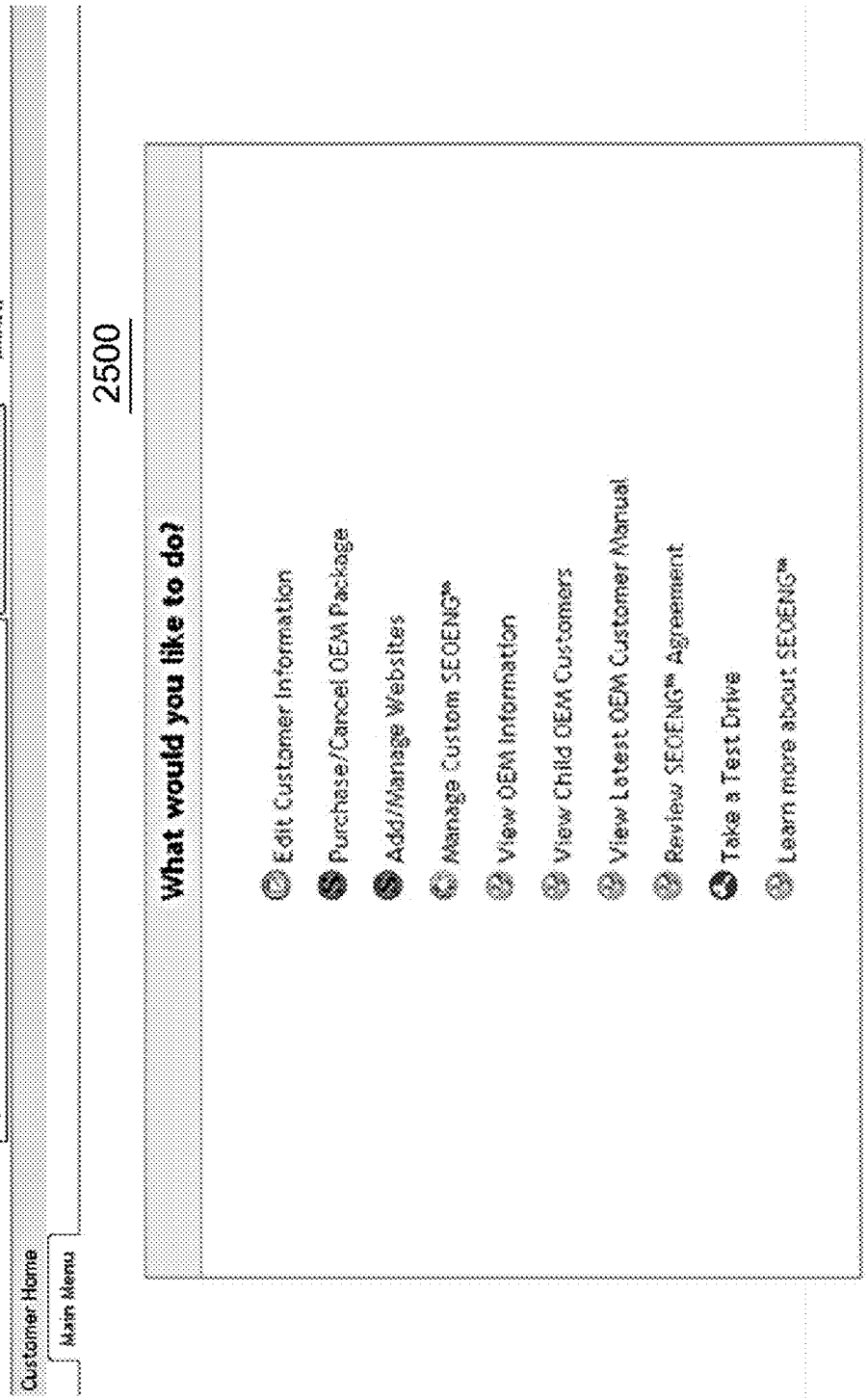

Customer Home
Main Menu
http://
SEOENG Search
SEOENG
2500
What would you like to do?
Edit Customer Information
Purchase/Cancel OEM Package
Add/Manage Websites
Manage Custom SEOENG™
View OEM Information
View Child OEM Customers
View Latest OEM Customer Manual
Review SEOENG™ Agreement
Take a Test Drive
Learn more about SEOENG™

FIG. 25A

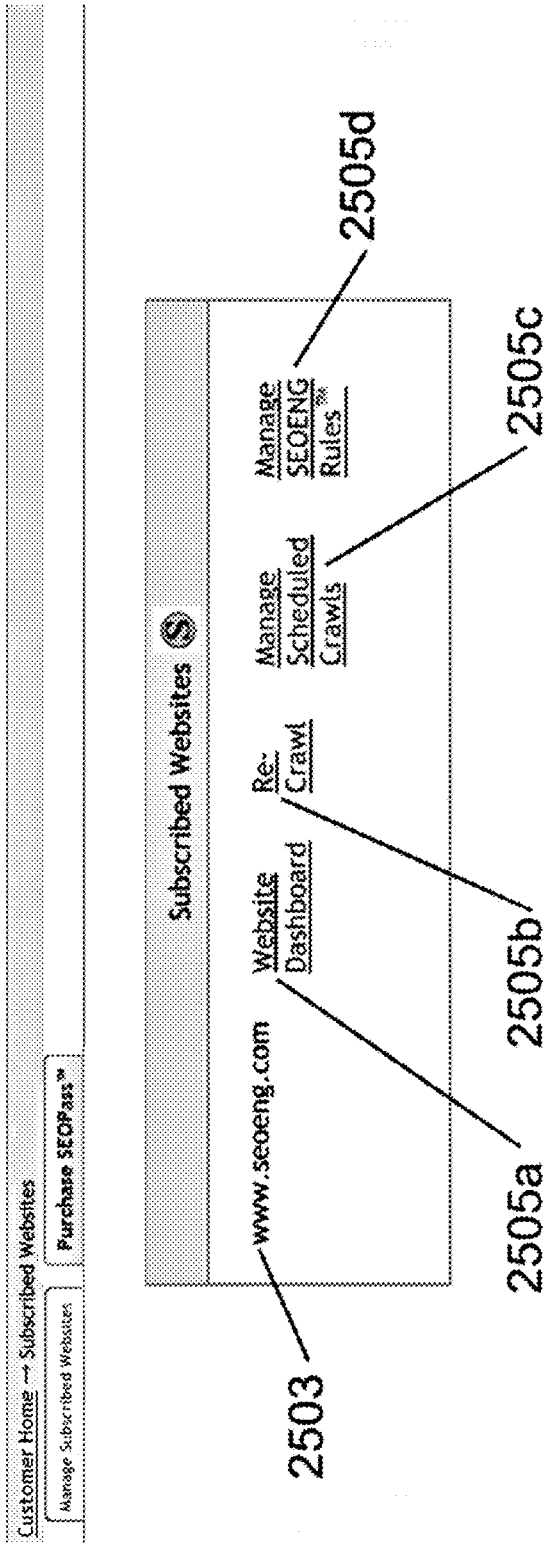

{SEOENG}
search engine optimization engine®
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://
SEOENG Search
SEOENG (see-ohnj) v. to affect a website so as to make it highly visible to the world.™
2501
Customer Home → Subscribed Websites
Manage Subscribed Websites
Purchase SEOPass™
Subscribed Websites
www.seoeng.com
Website Dashboard
Re-Crawl
Manage Scheduled Crawls
Manage SEOENG Rules™
2503
2505a
2505b
2505c
2505d

FIG. 25B

{SEOENG}
search engine optimization engine®
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://www.seoeng.com
SEOENG Search
SEOENG (see-ohnj) v. to affect a website so as to make it highly visible to the world.™
Website Dashboard → All Documents
Results 1 - 10 of 15 for http://www.seoeng.com (0.01 seconds)
Download Page Listing
2601
URL
Filter
2605
2603
Market Focus
META Title
META Description
META Keywords
Search Engine Optimization SEO Software Technology - SEOENG™
SEOENG is the World's first Search Engine Optimization Engine. A leader and innovator of Search Engine SEO Technology and Software.
http://www.seoeng.com/
Market Focus™ ; search engine optimization
SEOENG™ Penalties : 20.26%
Automated Website Analysis - SEOENG, LLC.
Automated Website Analysis services from SEOENG, LLC.
http://www.seoeng.com/search-engine-optimization/a...website-analysis.htm
Market Focus™ ; search engine seoeng
SEOENG™ Penalties : 21.77%

FIG. 26

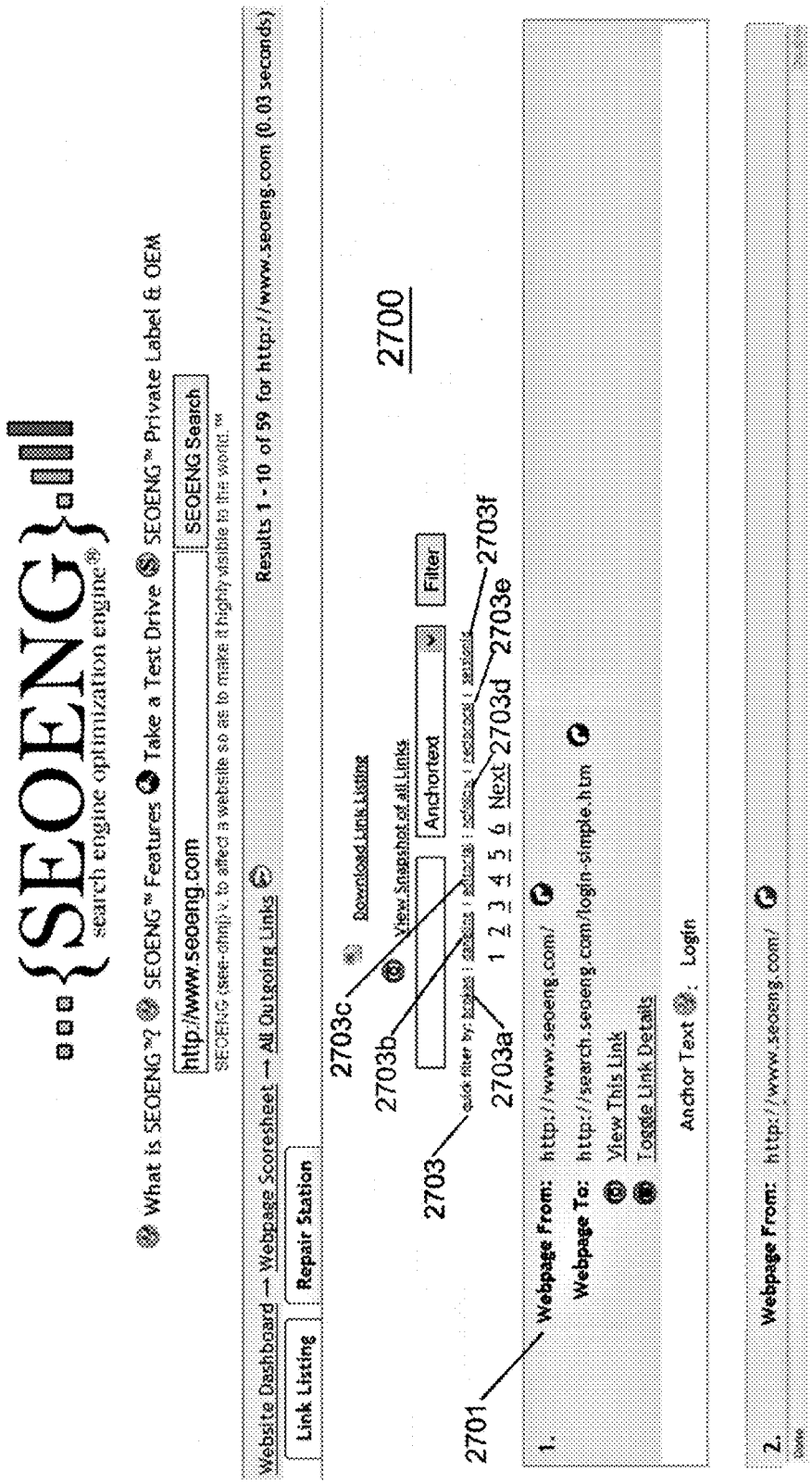

SEOENG
search engine optimization engine®
What is SEOENG™? SEOENG™ Features Take a Test Drive SEOENG™ Private Label & OEM
http://www.seoeng.com
SEOENG Search
Website Dashboard — Webpage Scoresheet — All Outgoing Links
Results 1 - 10 of 59 for http://www.seoeng.com (0.03 seconds)
Link Listing
Repair Station
Download Link Listing
View Snapshot of all Links
Anchortext
Filter
1 2 3 4 5 6 Next
2700
2701
2703
2703a
2703b
2703c
2703d
2703e
2703f
1.
Webpage From: http://www.seoeng.com/
Webpage To: http://search.seoeng.com/login-simple.htm
View This Link
Toggle Link Details
Anchor Text
Login
2.
Webpage From: http://www.seoeng.com/

FIG. 27

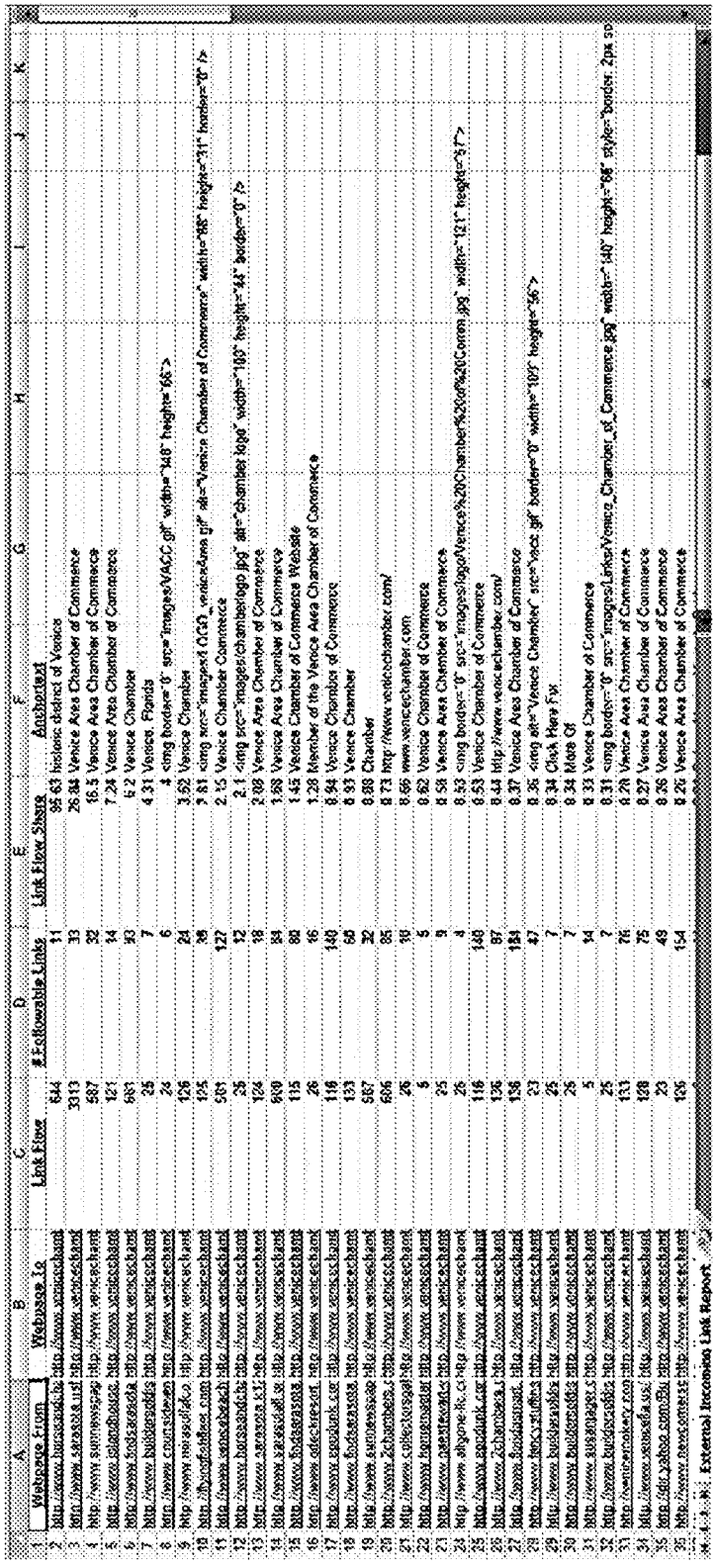


FIG. 28

# NAVIGABLE WEBSITE ANALYSIS ENGINE

## CROSS-REFERENCE TO RELATED APPLICATIONS

This application is a continuation application of and claims the benefit of priority from U.S. application Ser. No. 12/273,004, entitled "NAVIGABLE WEBSITE ANALYSIS ENGINE," and filed on Nov. 18, 2008, which is a non-provisional application of U.S. Provisional Application No. 60/988,810, entitled "SEARCH ENGINE OPTIMIZATION ENGINE," and filed on Nov. 18, 2007. The content of the aforementioned applications is incorporated herein by reference in its entirety.

## FIELD OF ART

Aspects of the invention generally relate to analyzing a network document. More specifically, aspects of the invention provide methods and systems for evaluating a network document and providing transparency into the manner in which the network document is analyzed and scored by a search engine. Thus, a user may view and navigate a network from the perspective of a search engine.

## BACKGROUND

Providing quality search results on a search engine can be a complex process. Analyzing a given document on a network such as the Internet to determine its relation to other documents on the network requires millions of calculations, with each calculation attempting to model human perception as a mathematical or logical formula. Because of this complexity, website and other network document owners, whose webpages and other documents are the subject of these calculations, are often unable to fully appreciate and understand how and why their webpages or network documents are scored by search engines. Without a clear understanding of the analysis and scoring mechanism, publishers of websites and other network documents might not be able to capitalize on the ability of search engines to attract users to their websites.

## BRIEF SUMMARY

This Summary is provided to introduce a selection of concepts in a simplified form that are further described below in the Detailed Description. This Summary is not intended to identify key features or essential features of the claimed subject matter, nor is it intended to be used to limit the scope of the claimed subject matter.

According to some aspects of the present disclosure, an optimization engine may provide a transparent and navigable interface through which website publishers (and other network document publishers) may view and understand how a website or other network document is scored by a search engine. Thus, a user may be able to examine a desired level of scoring detail by selecting a corresponding factor used in the scoring analysis. In one example, a user may review how links embedded in the user's website affect the website's score by viewing the scoring methodology and data for those links. Statistics may also be provided to further illustrate how scores are derived.

According to another aspect, the optimization engine may provide suggestions for raising a search engine score for a website or other network document. Based on the optimization engine's analysis, potential areas for improvement may be identified and methods for making such improvements may be generated. Once changes are made to the website, the user may immediately see the difference in score by requesting an on-demand re-analysis (or re-crawl) of the website.

According to yet another aspect, users may be able to set alerts for when a website's score, a sub-score or some other analysis factor reaches a specified threshold. For example, a user may request an alert be sent if and when the number of broken links on a website exceeds two.



## BRIEF DESCRIPTION OF THE DRAWINGS

Certain embodiments are illustrated by way of example and not limited in the accompanying figures in which like reference numerals indicate similar elements and in which:

FIG. **1** illustrates a block diagram of an example communication network in which one or more embodiments may be implemented.

FIG. **2** illustrates a block diagram of an example computing environment in which one or more aspects described herein may operate.

FIG. **3** illustrates an example network diagram of optimization engines operating in a global environment according to one or more aspects described herein.

FIG. **4** illustrates a block diagram of an example optimization engine according to one or more aspects described herein.

FIG. **5** illustrates an example data flow for processing a search query according to one or more aspects described herein.

FIGS. **6**A and **6**B illustrate a navigation map for an optimization engine according to one or more aspects described herein.

FIGS. **7**A-**7**P illustrate portions of an optimization engine dashboard interface according to one or more aspects described herein.

FIG. **8** illustrates an example listing of orphaned webpages according to one or more aspects described herein.

FIG. **9** illustrates an example listing of outgoing links according to one or more aspects described herein.

FIG. **10** illustrates an example crawl queue status page according to one or more aspects described herein.

FIGS. **11**A-**11**B illustrate portions of an example webpage scoresheet according to one or more aspects described herein.

FIGS. **11**C and **11**D illustrate example rule creation interfaces according to one or more aspects described herein.

FIG. **11**E illustrates an example interface for sending a scoresheet according to one or more aspects described herein.

FIGS. **12**A-**12**D illustrate interfaces of an example webpage scorecard according to one or more aspects described herein.

FIGS. **13**A-**13**C illustrate interfaces of an example market focus analysis page according to one or more aspects described herein.

FIGS. **14**A-D illustrate interfaces of a link scorecard according to one or more aspects described herein.

FIG. **15** illustrates an example dialog box providing suggestions for improving a webpage or network document according to one or more aspects described herein.

FIG. **16** illustrates an example broken link listing according to one or more aspects described herein.

FIG. **17** illustrates an example method for analyzing a webpage and navigating the analysis according to one or more aspects described herein.

FIG. **18** illustrates an example method for creating and generating alerts according to one or more aspects described herein.

FIG. **19** illustrates a block diagram of an example alert system according to aspects described herein.

FIG. **20** illustrates a link flow distribution according to one or more aspects described herein.

FIG. **21** illustrates a method for navigating an optimization engine according to aspects described herein.

FIGS. **22**A-B illustrate private branding of an optimization engine interface according to one or more aspects described herein.

FIG. **23** illustrates an example website including a search bar for accessing a privately branded optimization engine interface according to one or more aspects described herein.

FIGS. **24**A-D illustrate example interfaces for creating and customizing a privately branded optimization engine according to one or more aspects described herein.

FIGS. **25**A-B illustrate example customer home and account management interfaces according to one or more aspects described herein.

FIG. **26** illustrates a page listing filter interface according to one or more aspects described herein.

FIG. **27** illustrates a link listing filter interface according to one or more aspects described herein.

FIG. **28** illustrates an example external incoming link report according to one or more aspects described herein.

One or more of the drawings include registered trademarks such as SEOENG™ and Search Engine Optimization Engine®. Other trademarks may also appear in one or more drawings.

## DETAILED DESCRIPTION

In the following description of the various embodiments, reference is made to the accompanying drawings, which form a part hereof, and in which are shown by way of illustration various embodiments in which the invention may be practiced. It is to be understood that other embodiments may be utilized and structural and functional modifications may be made without departing from the scope of the present invention.

FIG. **1** illustrates a network environment **100** in which aspects described herein may be used. Environment **100** may include multiple client devices **110** connected to multiple servers **120** via a network **140**. The network **140** may include wired or wireless connections and networks such as a local area network (LAN), a wide area network (WAN), a telephone network, such as the Public Switched Telephone Network (PSTN), an intranet, the Internet, or a combination of networks. Two client devices **110** and three servers **120** have been illustrated as connected to network **140** for simplicity. In practice, there may be more or fewer client devices and servers. Also, in some instances, a client device may perform the functions of a server and a server may perform the functions of a client device. The client devices **110** may include data processing machines, such mainframes, minicomputers, personal computers, laptops, personal digital assistants, mobile phones or the like, capable of connecting to the network **140**. The client devices **110** may transmit data over the network **140** or receive data from the network **140** via a wired, wireless, or optical connection.

FIG. **2** illustrates an exemplary client device, e.g., device **110** of FIG. **1**. The client device **201** may include a bus **210**, a processor **220**, a main memory **230**, a read only memory (ROM) **240**, a storage device **250**, an input device **260**, an output device **270**, and a communication interface **280**. The bus **210** may include one or more conventional buses that permit communication among the components of the client device **201**. The processor **220** may include any type of conventional processor or microprocessor that interprets and executes instructions. The main memory **230** may include a random access memory (RAM) or another type of dynamic storage device that stores information and instructions for execution by the processor **220**. The ROM **240** may include a conventional ROM device or another type of static storage device that stores static information and instructions for use by the processor **220**. The storage device **250** may include a magnetic and/or optical recording medium and its corresponding drive. The input device **260** may include one or more conventional mechanisms that permit a user to input information to the client device **201**, such as a keyboard, a mouse, a pen, voice recognition and/or biometric mechanisms, etc. The output device **270** may include one or more conventional mechanisms that output information to the user, including a display, a printer, a speaker, etc. The communication interface **280** may include any transceiver-like mechanism that enables the client device **201** to communicate with other devices and/or systems. For example, the communication interface **280** may include mechanisms for communicating with another device or system via a network, such as network **140** of FIG. **1**.

As will be described in detail below, the client devices **201** may be configured to perform searching-related operations. The client devices **201** may perform these operations in response to processor **220** executing software instructions contained in one or more computer-readable media, such as memory **230**. A computer-readable medium may be defined as one or more memory devices. The software instructions may be read into memory **230** from another computer-readable medium, such as the data storage device **250**, or from another device via the communication interface **280**. The software instructions contained in memory **230** causes processor **220** to perform search-related activities described below. Alternatively, hardwired circuitry (e.g., application specific integrated circuits) may be used in place of or in combination with software instructions. Thus, aspects described herein are not limited to any specific combination of hardware, firmware and/or software.

Referring again to FIG. **1**, the servers **120** may include one or more types of computing devices such as a mainframe, a minicomputer, or a personal computer, capable of connecting to the network **140** and to communicate with the client devices **110**. In alternative implementations, the servers **120** may include mechanisms for directly connecting to one or more client devices **110**. The servers **120** may transmit data over network **140** or receive data from the network **140** via a wired, wireless, or optical connection. The servers may be configured in a manner similar to that described above in reference to FIG. **2**. Additionally, the server **120** may include a search engine **130** usable by the client devices **110**. The servers **120** may further store network documents such as webpages accessible by the client devices **110**.

FIG. **3** illustrates a global network infrastructure having search engines and optimization engines (e.g., SEOENG™ optimization engine). The global network infrastructure **300** includes network **305** (e.g., the Internet) that is configured to connect clients **380** located across multiple locations such as Beijing, San Francisco, New York, Dubai, Paris and Tokyo, to each other and to search engine data centers **330**. A load balancer **370** may also be included in the network **305** to distribute search engine and/or data requests according to the relative processing loads of data centers **330**. Each of search engine data centers **330** may include one or more servers and may be located in different geographic locations. For example, search engine data centers **330** may each include a data warehouse server **320** for storing copies of data from the

network **305** (e.g., copies of websites and other network documents), a search engine server **310** for processing search queries and a search engine optimization server **335** configured to provide search engine optimization tools. Alternatively, each of servers **310**, **320** and **335** may operate independently instead of in combination as a single data center. In independent operation, servers **310**, **320** and **335** may still access services and/or data provided by each of the other servers through communication channels **301**. For example, search engine optimization server **335** may request data from search engine server **310** to provide suggestions for improving a particular website or network document. A website, as used herein, generally refers to a grouping of any set of webpages and or network documents. Accordingly, a website might not be limited to just a subdomain. In another example, search engine server **310** may access copies of network websites stored in data warehouse server **320** to provide search results in response to a query. Each data center indirectly communicates via the catalogue **375** to facilitate shared nothing architecture. Shared nothing architecture reduces the communications bandwidth needed for a massively parallel search engine. In particular, catalogue **375** may be configured to control which data center a user interacts with. Catalogue **375** may track which data center is responsible for which part of the Internet and may also be responsible and configured for storing user settings. Catalogue **375** may be configured to manage communications such as search queries or optimization requests from clients **380** and to distribute those requests to the appropriate server.

Each of search engine data centers **330** including servers **310**, **320** and **335** may be controlled by a deployment infrastructure **350**. In particular, deployment infrastructure **350** may be configured to manage software or firmware updates and may be responsible for configuring or upgrading servers. In one or more configurations, commands, requests and other communications may be received from client **380** via the network **305** on a proprietary communications channel (non-public). Additionally or alternatively, each of data centers **330** may operate independently of one another (i.e., without needing to communicate with each other) through the use of catalogue **375**.

FIG. **4** illustrates a simplified block diagram of an example optimization engine operating environment. In the environment, optimization engine **400** includes a search engine optimization server **406** through which user **404** may interact with optimization engine **400**, e.g., to specify a webpage, website, or link he or she wishes to explore. Optimization engine **400** may comprise a real-time interface which allows the user **404** to navigate the search engine **401** data and retrieve it on-demand. Optimization engine **400** may further be configured to generate suggestions, alerts, and to trigger re-crawls. The optimization engine server **406** may pass queries on to search engine **401** that retrieves information from database **408** as well as crawler servers **409**. Search engine server **401** is configured and responsible for sorting, indexing, and scoring webpages. Search engine **400** may function with typical search engine behavior using the raw data from the data warehouse server **402**. Optimization engine **400** is a cipher for search engine **401**, allowing the user (e.g., user **404**) to navigate the data stored in database **408** in a comprehensible and informative format. Database **407** may be configured to store historical information such as previous versions of websites, historical webpage statistics, other META data derived from search engine **401** and the like. Crawler servers **409** may be an automated module that is configured to crawl through websites **411** and obtain relevant search engine data such as content and link information. Crawler servers **409** may be configured to crawl a network of websites or webpages on a predefined schedule or in an on-demand fashion or both. Results of the queries from user **404** or user **403** may be transmitted from search engine **401** to search engine optimization server **406** to generate results for the user's review and perusal. Accordingly, optimization engine **400** may decode or translate the data and processing performed by search engine **401** into user friendly information, statistics, recommendations and the like.

FIG. **5** illustrates a flow diagram for providing navigation into a search engine via search results. Initially, a user may enter **510** a search query such as a phrase. For example, the user query may be the phrase "green frogs." The search query may then be processed **520** by a search engine to generate results that match or have some level of relevance to the specified query. Various methods for determining relevance of a webpage to a query may be used. Once the search results have been generated, the results may be presented **530** to the user for review. In one arrangement, the search results may be displayed as in results page **535**. Results page **535** includes a search bar **540** indicating the search phrase or query that was specified. In addition, page **535** includes a results listing **545** in which each result is identified by a title **550**, a description **555**, a uniform resource identifier (URI) **560** such as a URL, an optimization engine scoresheet **565** and a cache option **570**. Cache option **570** allows a user to retrieve a webpage or network document that was previously cached on a specified date and at a specified time (i.e., versus retrieving the live or current webpage or network document). Using the cache option **570** may be quicker because the search engine might not need to query the actual website for the newest data. To enter the website **580**, a user may select the title **550**, the description **555** or the uniform resource identifier **560**. Alternatively, if the user wishes to view **590** an optimization engine scoresheet of the website, the user may select scoresheet option **565**. Results page **535** is but an example of how a results listing may be presented and is not intended to limit the possible configurations of result pages.

FIGS. **6A-6B** illustrates an example diagram for navigating an optimization engine. Initially, referring to FIG. **6A**, a user may enter a URL for a website or network document that is to be analyzed by the optimization engine. Upon entering the URL, a webpage scoresheet **603** may be displayed and the user may navigate to a website dashboard **600** which may be displayed. The website dashboard **600** may include overview information such as website statistics, link statistics, crawl statistics, alerts, reports and other META data such as robots.txt associated with the website. From the dashboard **600**, a user may navigate to listings of webpages **605** in the website, listings of links (e.g., outgoing, incoming) **607** in the website and a rules creation interface **623**. From a listing of webpages **605**, a user may access a webpage's scoresheet **603** or market focus details **611**. Each webpage may have its own scoresheet based on its content. From scoresheet **603** a user may access market focus information **611**, a webpage snapshot **613**, a detailed scorecard **615** and/or the actual webpage **617** or dashboard **600**. The user may also access a rules creation interface **623**, listings of webpages **605** and listings of links **607**. From the listing of links **607**, a user may further navigate to link scorecards **619** corresponding to each link and a link snapshot **621**. Listings of links **607***a* may include links that are resident in any webpage of the website while listing of links **607***b* may include links that are resident in the webpage to which scoresheet **603** corresponds. Link snapshot **621** allows a user to view where the link exists in the webpage being analyzed while link scorecards **619** provides an analysis of the link as it pertains to the webpage's score. Addition-

ally, a rule creation page or interface **623** may be provided to the user from scorecard **615** or **619**, scoresheet **603**, market focus **611** or customer home **609**. Rule creation interface **623** allows a user to define custom rules to trigger alerts or events. Further details relating to rule creation interfaces is provided below. Customer home **609** may be a customizable interface that provides a user with an entry point into one or more website dashboards or webpage scoresheets. Through customer home **609**, the user may also configure alerts and may configure re-crawls that are either on-demand **627** or scheduled **625**.

Referring to FIG. **6**B, calculation boxes **629** may be configured to calculate scores and provide analyses of webpages and websites. In one or more arrangements, optimization engine servers **406** of FIG. **4** may embody calculation boxes **629**. Scores may be pre-calculated or may be calculated on an on-demand basis. In one configuration, a queue **633** may be used to schedule the processing of requests for re-analysis or re-scoring. Queue **633** may be viewable from either a dashboard **631** or a scoresheet **635** so that a user may determine when he or she may expect an updated or new analysis.

From any of the above pages, a trackback tool may be provided in a header or other portion of the display to allow the user to go back to a previous section of the optimization engine. For example, from market focus information **611**, a user may be able to track back to website dashboard **600** or scoresheet **603**. The navigation flow illustrated in FIGS. **6**A and **6**B is but an example of how users may navigate through the content of an optimization engine and is not intended to limit possible navigation flows.

FIGS. **7**A-F illustrate portions of an example website dashboard interface that may be presented to a user over a network for display on a display device at the user's location. Referring to FIG. **7**A, for instance, dashboard interface **700** includes a search bar **703** where a user may enter a URL corresponding to a website they wish to analyze for optimization purposes. The dashboard **700** may include webpage statistics **705**, link statistics **707**, crawl statistics **709**, alerts **711**, reports **713**, robots **715** and rule creation option **717**. Rule creation option **717** allows a user to create triggers to alert a user whenever the rule is triggered, or perform some specified action. Webpage statistics **705** provides information relating to website page quality **719**, missing website information **721** and duplicate information **723**. This information may affect the website's score. Website page quality **719**, in particular, includes an analysis of a number of documents in the website **725**, a number of HTML webpages in the website **727**, a number of irrelevant webpages in the website **729** and a number of orphaned webpages in the website **731**. The number of documents in the website **725** may refer to all documents regardless of whether they are webpages, WORD documents, PDF files or the like. Number of HTML webpages **727**, on the other hand, might only count those pages that are HTML pages. A webpage may be considered irrelevant if the webpage does not have a sufficiently high webpage score. A webpage score is the result of the total LINK FLOW minus the penalties associated with the webpage. This process is shown on the webpage scorecard. LINK FLOW is discussed in further detail later in this document. Orphaned webpages, on the other hand, refer to webpages or network documents to which an external (i.e., not in the same website) incoming link points, but which is not referred to by a webpage of the website in which the webpage exists. Thus, a user may be able to navigate to the webpage from an external website, but not from the website in which it is actually stored. Other scoring systems may be used instead of or in addition to webpage score or LINK FLOW. For example, node ranking as described in U.S. Pat. No. 6,285,999 may be used instead of LINK FLOW.

Referring to FIG. **7**B, missing website information **721** includes information such as a number of missing META titles in a website **732**, a number of missing META descriptions in the website **733** and a number of missing META keywords in the website **735**. A META title refers to the text that a user will see at the top of a web browser for a given webpage or network document. Typically, a META title is defined in HTML using the <title> </title> tags. META descriptions, on the other hand, refer to words, phrases and descriptions that define the content of the underlying webpage or network document. Using HTML, META descriptions may be specified as follows: <META NAME="Description" CONTENT="description">. META keywords correspond to terms describing the theme or context of the webpage or network document. Using HTML, META keywords may be specified as follows: <META NAME="keywords" CONTENT="keywords">.

Duplicate website information **723** includes a number of duplicate META titles **737**, duplicate META descriptions **739**, duplicate META keywords **741**, duplicate MARKET FOCUS **743**, duplicate URL spellings **745** and exact duplicate webpages in the website **747** as illustrated in FIG. **7**C. Duplicate MARKET FOCUS **743**, for example, relates to the grouping of categories or contexts associated with a website or webpage. MARKET FOCUS **743** may be determined by the search engine. Duplicate META title **737** refer to webpages in the website that have the same META title while duplicate META descriptions **739** and META keywords **741** refer to webpages having the same META description or keywords, respectively. Duplicate URL spellings **745**, on the other hand, refers to URLs that are spelled the same but with different capitalization.

For each of the above analysis factors, an option such as page listing option **750** may be provided to display a list of the webpages or network documents that contributed to that factor. For example, in FIG. **7**A, the number of orphaned webpages **731** may include option **750** that identifies the orphaned webpage(s). FIG. **8** illustrates an example orphaned webpage listing **800**.

Additionally or alternatively, various terms or phrases may be foreign to a user. Accordingly, such terms or phrases may include an interactive indicator (such as a question mark) that a user may select to obtain a definition or further understanding. For example, in FIG. **7**A, the number of irrelevant webpages **729** and the number of orphaned webpages **731** include indicator **752**. Upon selecting indicator **752**, the user may be directed to an explanation page or provided with a pop-up window with further details about the corresponding term or phrase. In one example, selecting indicator **752** may take the user to a corresponding learning center page containing information and directions relating to how, what, and why he or she needs to make changes indicated or address the issues identified. Indicators such as indicator **752** may be provided throughout the various interfaces of an optimization engine.

Referring now to FIG. **7**D, link statistics section **707** provides information such as outgoing link analysis **753**, incoming link analysis **755**, link quality **757**, link neighborhood **759** and LINK LOSS **761**. Outgoing link analysis **753** provides information that includes a number of outgoing links in the website **763**, number of external outgoing links in the website **765**, and number of internal outgoing links in the website **767**. Outgoing links refer to links that are directed to other webpages (i.e., not a link within the webpage), while the number of external outgoing links **765** refers to the number of

links to webpages outside of the website. Number of internal outgoing links **767**, on the other hand, refers to the number of links directed to webpages within the website. Generally, the number of external outgoing links **765** added to the number of internal outgoing links the website **767** will equal the number of outgoing links **763**.

In FIG. **7**E, incoming links analysis **755** provides similar data, except that it refers to incoming links. For example, analysis **755** includes number of total incoming links **767**, number of external incoming links **769** and number of internal incoming links **771**. The number of total incoming links **767** refers to the total number of links from other pages and websites to pages in the website. The number of external incoming links **769** refers to the number of links from other websites to pages in the website while the number of internal incoming links **771** refers to the number of links from pages in the website to other pages in the website.

Link quality analysis **757** displays factors that contribute to the value and strength of links in the website as illustrated in FIG. **7**F. Thus, link quality analysis **757** might include a number of broken links **773** (i.e., links that do not lead to a valid destination), number of dangling links **775** (i.e., links to non-indexable or webpages that do not have any followable links), number of nofollow links **777** (i.e., links tagged with the rel=nofollow attribute) and number of non-editorial links **779**. Non-editorial links **779** refer to links that were not mentioned in the context of writing about a particular subject matter that was of importance to the webpage being linked to.

In FIG. **7**G, Link neighborhood **759** provides information such as an average LINK FLOW of external webpages linking to the website **781** and an average LINK FLOW of external webpages linked from the website **783**.

Finally, with respect to FIG. **7**H, LINK LOSS **761** shows a user a website's total internal incoming LINK LOSS score **785**, total external incoming LINK LOSS score **787**, total external outgoing LINK LOSS score **789** and a total LINK LOSS score **791**. LINK LOSS refers to a condition which is caused by inefficient linking Factors contributing to a LINK LOSS score include external outgoing links, dangling links and orphaned webpages. External LINK LOSS refers to LINK FLOW that is being sent out to other websites while internal LINK LOSS is LINK FLOW that is not being preserved in a website due to its internal linking structure. For websites, total internal LINK LOSS is calculated by subtracting the total internal LINK FLOW from the maximum theoretical total LINK FLOW, which is, in turn, determined by the formula 1*the number of webpages in that website or set of webpages.

For one or more of the above link statistics factors, an option may include an option for displaying links that contributed to the factor score. For example, referring to FIG. **7**D, number of outgoing links **763** may include option **793** that displays a listing of outgoing links. FIG. **9** illustrates a listing of outgoing links. Each link listing, e.g., link listing **901** may include a view link option **903** which highlights the link in the corresponding webpage or network document and a view link scorecard option **905**. Link scorecards are discussed in greater detail below.

Referring to FIG. **7**I, webpage crawl statistics **709** provides information such as a first crawled date and time **702**, a last crawled date and time **704** and a number of crawls that have occurred **706**. An option **708** may be provided that displays the website's status in a crawl queue. FIG. **10** illustrates an example crawl queue status page **1000**.

Referring to FIG. **7**J, alerts page **712** may display all notifications that reflect negatively on the website's score or that a user has selected for display. For example, alerts **714** may include the presence of external outgoing LINK LOSS, duplicate content, duplicate META titles and the like. In one or more configurations, alerts page **712** may further display an average response time of webpages in the website. Referring to FIG. **15**, hovering over an alert may provide a dialog box **1500** explaining the alert and suggesting corrective measures.

Clicking on an alert, on the other hand, may provide a listing of links or pages that are associated with the alert. For example, selecting broken links are present alert **714***a* in FIG. **7**J may generate a link listing showing all links that are broken. FIG. **16** illustrates a broken link listing **1600**.

Referring to FIG. **7**K, various website reports **720** may be provided in interface **722**. Reports may include LINK FLOW analysis reports, an external incoming link (i.e., a backlink) analysis report showing the overall interaction of LINK FLOW coming to the website and the like.

FIGS. **7**M-O illustrate portions of a LINK FLOW report **758**. FIG. **7**M, for example, includes a listing of webpages **760** as well as a LINK FLOW distribution **762**, internal incoming LINK FLOW **764**, external incoming LINK FLOW **766**, total LINK FLOW **768**, number of internal incoming links **770** and total number of external incoming links **772** for each listed webpage. FIG. **7**N illustrates a second portion of report **758**. Report **758** may further include information such as a number of external incoming links **726**, number of external outgoing links **728**, market focus **774**, META Title **776** and META Description **778** for each page. Still further, and as illustrated in FIG. **7**O, report **758** may provide META Keywords information **780**. The various data provided for each webpage may further be color coded (not shown) to denote various warnings or alerts. For example, if the MARKET FOCUS of a webpage is a duplicate of another webpage or if the META Title **776** is the same as another webpage, the entry may be highlighted or include some indicator (not shown) signifying such. The report may also contain additional tabs **718** showing other or additional report information relating to Internal Incoming Link Loss, External Incoming Link Loss, External Outgoing Link Loss, and Total Link Loss.

FIG. **28** illustrates another example report providing external incoming link information. External incoming link report may include data such as a webpage from which the link originates, a destination webpage, a LINK FLOW, a number of followable links, a LINK FLOW share and the anchor text associated with the link.

Referring to FIG. **7**L, Robots section **715** displays any Robots.txt files that are included in the website. Robots.txt files are directives to automated computer programs used by search engines to crawl the Internet and store information about webpages. For example, directives may instruct a robot to not index a certain webpage.

FIG. **7**P illustrates a website-level rule creation interface **784** in which a user may specify conditions for which an event or action should be performed. Rule creation interface **784** includes a rule name entry field **788** for defining a name of the rule, rule description field **792** for describing the intent or purpose of the rule, available variables **794**, variable description **796** and rule definition area **798**. A tutorial option **730** may be provided to guide a user through how a rule is defined. Additionally, the user may save the rule **732**, delete the rule **734** or run/validate the rules **736**. Running or validating the rule using option **736** may allow a user to determine whether the rule is defined correctly, working and/or providing the intended result. Because the rule creation interface is configured at the website level, variables **794** may include website-level variables (in addition to webpage-level variables). Rules may further be executed or validated against all webpages, links and other attributes of the entire website. Results **738**

may display the rule as defined **740**, the variables used **742** as well the value **744** corresponding to the variables and a result **746**.

FIGS. **11**A-B illustrate various portions of a webpage scoresheet. Referring to FIG. **11**A, webpage scoresheet **1100** may provide statistics and analyses for a webpage in the website such as the homepage. Scoresheet **1100** may include multiple information sections including vital statistics **1101**, link statistics **1103**, crawl statistics **1105**, alerts **1107**, repair station **1109**, create rules **1111** and email option **1113**. Create rules for webpage option **1111** as discussed herein allows a user to create a trigger for a specified condition such as a LINK FLOW score dipping below a certain threshold. Email option **1113** on the other hand, allows a user to email a webpage scoresheet or a link to the webpage scoresheet.

In vital statistics section **1101**, scoresheet **1100** may provide information such as a webpage score **1115**, a webpage MARKET FOCUS **1117**, penalties **1119**, LINK FLOW distribution **1121**, internal and external incoming LINK FLOWS **1122** and **1123**, respectively, total LINK FLOW **1125** and total LINK LOSS **1127**. A relevance field **1129** may further indicate whether the webpage or network document is irrelevant. Scoresheet **1100** may further include information such as a content type **1140**, encoding **1142** (i.e., how characters and/or text are encoded in the webpage), response time **1144** (i.e., how fast a webpage loads) and crawl depth **1146** (i.e., the minimum number of times a website visitor must click on a Link from the "root" webpage in order to get to a particular webpage).

Webpage score **1115** may provide an overall score for the page that is selectable to display additional levels of detail regarding the score. FIG. **12**A illustrates a webpage scorecard **1200** that provides a detailed view of how webpage score **1115** of FIG. **11**A was derived or calculated. For example, scorecard summary **1205** explains that the webpage score was derived by adding together the total LINK FLOW of the webpage multiplied by 100 and the penalty factor (the penalty factor being negative). The percentages may be calculated based on a maximum score, penalty factor and total LINK FLOW.

FIG. **11**C illustrates a webpage-level rule creation interface **1102**. Similar to the website-level rule creation interface **784** shown in FIG. **7**P, webpage-level rule creation interface **1102** may include a rule name entry field **1104** for defining a name of the rule, rule description field **1106** for describing the intent or purpose of the rule, available variables **1108**, variable description **1110** and rule definition area **1112**. Additionally, the user may also save the rule **1114**, delete the rule **1116** or run/validate the rules **1118**. In contrast to a website-level rule creation interface, webpage-level rule creation interface **1102** might not include variables that are website specific or of website scope.

FIG. **11**D illustrates a link rule creation interface **1150**. Link rule creation interface **1150** may be similar to webpage rule creation interface **1102** (FIG. **11**C) and website rule creation interface **784** (FIG. **7**P). Instead of website level or webpage level variables, link rule variables **1152** might only include link level variables. Link rules may be defined for a single link or for multiple links as desired.

FIG. **11**E illustrates an interface **1160** for sending a webpage scoresheet. Interface **1160** may include an address field **1162** for identifying the address of an intended recipient. Once entered, the user may select send option **1164** to the addressee.

FIG. **12**B illustrates a detailed listing of penalties and how they affect the overall webpage score. For example, the number of unique words on the webpage **1207** affected the overall webpage score by −22.87% while the percentage of "incoming paid links" **1209** affected the overall webpage score by −3.85%.

FIG. **12**C illustrates a repair station **1220** that aids a user in repairing various errors or issues with the webpage. For example, upon selecting Add Missing Links for drop down menu **1222**, replacement page code may be automatically generated. FIG. **12**D illustrates a display of replacement page code **1224** that a user may copy and paste to correct the missing links error.

Referring again to FIG. **11**A, selecting the MARKET FOCUS text **1117**, for example, may display a MARKET FOCUS RANK of the various MARKET FOCUS words or phrases that were considered. FIG. **13**A illustrates a MARKET FOCUS details page **1300** that includes a listing of MARKET FOCUS words, contexts and phrases **1305** considered and their ranks **1310**. The MARKET FOCUS rank may be calculated using a shingle analysis which includes considerations of webpage content, META title, META descriptions and incoming anchor text. FIGS. **13**B and **13**C illustrate the incoming anchortext analysis and the shingle analysis, respectively. For example, FIG. **13**C illustrates the phrases considered **1330** and the number of occurrences **1335** in the website or webpage. In FIG. **13**B, on the other hand, anchor text (i.e., text used in a link) is measured for LINK FLOW and ranked in accordance with the determined LINK FLOW.

Referring now to FIG. **11**B, link statistics section **1103** provides link analysis information similar to that of link statistics section **707** of FIG. **7**A. However, FIG. **11**B shows link statistic information for the particular webpage and FIG. **7**A shows link statistic information for the entire website. In particular, link statistics section **1103** displays outgoing link information **1131**, incoming link information **1133**, link quality data **1135**, link neighborhood information **1137** and LINK LOSS analysis **1139**. In addition to providing an option **1145** to view a listing of links contributing to each of the factors analyzed (e.g., factors **1143**), an option **1141** to view the link in the webpage is also provided.

As noted above, the optimization engine may provide a listing of links that contribute to one or more factors used in determining the website or webpage score. Referring again to FIG. **9**, each of link entries **901** may include a view link option **903** and a link scorecard option **905**. Upon selecting link scorecard option **905**, a scorecard may be displayed detailing how the link was scored.

FIGS. **14**A-D illustrate various portions of an example link scorecard. Referring to FIG. **14**A, link scorecard **1400** may display a scorecard summary **1401** that provides a description of the factors used in determining an overall LINK FLOW share score **1403**. For example, the overall LINK FLOW share score **1403** may be determined based on the total LINK FLOW on the webpage, a number sharing LINK FLOW, a gross LINK FLOW share (i.e., the amount of LINK FLOW passed from one webpage to another through a particular page), a penalty score, a percentage of LINK FLOW share remaining after penalties and gained LINK FLOW from other links' penalties. Scorecard **1400** may include a general information section above the section tabs that provides information about the webpage on which the link exists and the webpage to which the link is directed. A view link option **1405** and an indication of when the statistics were generated **1407** may also be provided.

FIG. **14**B illustrates an additional level of detail relating to the link's penalties. Penalties section **1410**, for example, provides a breakdown of how the penalty score is determined. Various penalty factors include the link's order on the

webpage, anchor text font size, whether the link is non-editorial, relevance of the link, number of duplicate anchor text on and to webpage and a percentage LINK FLOW share to be considered.

FIG. **14**C illustrates an alert section of the link scorecard **1400**. In particular, the alerts may include whether the link is relevant, the font size of the link, whether the link is editorial or not and whether the link has the same anchor text as another link on the website. As noted previously, selecting or hovering over one of alerts **1413** may provide a suggestion on how to eliminate the alert.

FIG. **14**D illustrates a link details section of scorecard **1400**. Link details section **1420** provides a listing **1425** of the various link characteristics including net LINK FLOW share, anchor text, font size, whether the link has a session ID, whether the link is tagged with nofollow and whether the link is broken, dangling, reciprocal, or editorial.

Other factors that may be considered in determining a ranking of a webpage, a website or a link may include reverse redirect information (i.e., which webpages are being redirected to a webpage), forward redirect information (i.e., which webpages are being redirected to from a given webpage, total or alternative search volume by MARKET FOCUS (i.e., how many people on the Internet or the network are searching for a given webpage or website), age of website, statistical deviation analysis of external incoming anchor text (i.e., analysis of differences in text being used to link to a particular webpage/website), purchased or relevant link detection (i.e., links being used to subvert a search engine's algorithms), and/or unnatural keyword stuffing (i.e., use of keywords or phrases to subvert a search engine's algorithms).

FIG. **17** illustrates an example method by which a user may request a search engine optimization analysis of a website or webpage and retrieve and view details of the analysis. In step **1700**, a user may specify a website, webpage or network document address. The address may comprise a uniform resource identifier such as a URL. In step **1705**, the optimization engine may analyze the website according to various search engine algorithms to derive a website score. This may occur before or after the user requests in step **1700**. The analysis may include some or all of the factors described herein such as LINK FLOW, duplicate information, missing tags, word length and the like. Once the analysis is complete, a summary may be displayed in step **1710**. In one or more configurations, the analysis may already have been pre-compiled and available upon receiving the request. Thus, the optimization engine might not need to perform an analysis upon receiving the request; instead, results from the previous analysis may be retrieved. The summary may contain a first level of scoring detail such as information similar to that displayed in dashboard **700** of FIG. **7**A. In particular, the summary may include information considered by the search engine during the analysis. This provides transparency into the search engine process and allows a user to optimize his or her website, webpages, or links based on the actual analysis used by the search engine.

From the scoring or analysis summary, the user may subsequently navigate to a second level of scoring detail in step **1715**. For example, the user may select a penalties section to view the factors that negatively affected the website's score. In another example, the second level of scoring detail may include a breakdown of the overall website score or a subscore contributing to the overall score. In step **1720**, the second level of scoring detail may be displayed to the user. As with the first level of detail, the second level of scoring detail may provide factors and scoring used and generated by the scoring engine in determining the website, webpage, and link's overall score or rank.

In step **1725**, the optimization engine may receive a request to view suggestions for improvement. In step **1730**, the optimization engine may generate and present the suggestions to the user. The optimization engine may generate such suggestions based on the factors negatively impacting the website's score. For example, if the website has broken links, the optimization engine may suggest that the broken links be fixed to raise the website's score. In step **1735**, the optimization engine may receive a request to re-analyze the website and update the score. Such a request may be received, for example, once a user has updated his website with certain fixes or made improvements based on the generated suggestions. In step **1740**, the optimization engine may instruct or request a search engine to re-analyze the website in response to the request (i.e., on-demand). The optimization engine may further re-analyze and re-display the search engine data to the user. Re-analysis may include a re-crawling of the website and corresponding webpages, network documents, and websites. A new scoring summary may then be displayed to the user as in step **1710**. Alternatively, the re-analysis of the website may be queued for a later time (e.g., a time when the website is scheduled to be re-crawled).

FIG. **18** illustrates an example method for creating and receiving alerts through an optimization engine or tool. In step **1800**, the optimization engine may receive a user specification of a rule or condition that they wish to monitor for in the website, webpage, or link. The rule or condition may include a number of broken links, a LINK FLOW score, amount of duplicate content and the like. In step **1805**, the optimization engine may store the rule specifications in a catalog configured to store rules that are applied by the optimization engine. In step **1815**, the optimization engine may determine the rule or condition has been met or satisfied. If so, the optimization engine may generate and send an alert to the user in step **1820**. If not, the engine may continue monitoring for the condition or rule in step **1825**. The rule may, additionally or alternatively, trigger an external action such as a process outside of the search engine or re-crawling. In one example, the search engine may send an alert along with suggestions for eliminating or improving the condition met.

FIG. **19** illustrates a block diagram of an alert system. Inputted alerts **1900** may be sent to catalog **1903**, which maintains rules that are applied by the calculation engines **1905**. The calculation engines **1905** may be configured to organize and analyze data either by schedule **1907** or by on-demand requests **1909**. During the course of organizing and/or analyzing data, an alert triggered may be triggered by one or more of alerts **1900**. When such an event occurs, the calculation engines **1905** may send an alert to client devices **1911** and/or **1913**. Alerts catalog **1903** and calculation engines **1905** may be part of a single system or may be separate from one another. For example, alerts catalog **1903** and calculation engines **1905** may be part of a distributed optimization engine.

According to one or more aspects, an optimization engine may provide a user with LINK FLOW distribution information. LINK FLOW distribution refers to the set of transition probabilities or adjacency functions of a random surfer as determined using node ranking. Further details regarding a method for node ranking in a linked database may be found in U.S. Pat. No. 6,285,999. Node ranking refers to a numerical weighting to each element (e.g., a webpage) of a hyperlinked set (e.g., a website of webpages) of documents, such as the

World Wide Web (WWW), with the purpose of "measuring" its relative importance within the set.

FIG. **20** illustrates a diagram depicting LINK FLOW distribution within a website **2005**. Each of webpages **2000** is shown as having a specific node rank **2001**.

The node rank values **2001** are the entries of the dominant eigenvector of the modified adjacency matrix. The node ranking is represented as the dominant eigenvector in the set $PR(p_n)$. The eigenvector may be expressed as:

$$R = \begin{bmatrix} PR(p_1) \\ PR(p_2) \\ \vdots \\ PR(p_N) \end{bmatrix}$$

where R is the solution of the equation

$$R = \begin{bmatrix} (1-d)/N \\ (1-d)/N \\ \vdots \\ (1-d)/N \end{bmatrix} + d \begin{bmatrix} \ell(p_1, p_1) & \ell(p_1, p_2) & \cdots & \ell(p_1, p_N) \\ \ell(p_2, p_1) & \ddots & & \vdots \\ \vdots & & \ell(p_i, p_j) & \\ \ell(p_N, p_1) & \cdots & & \ell(p_N, p_N) \end{bmatrix} R$$

where the adjacency function $l(p_i,p_j)$ is 0 if page $p_j$ does not link to $p_i$, and normalized such that, for each j

$$\sum_{i=1}^{N} \ell(p_i, p_j) = 1,$$

That is, the elements of each column sum up to 1. The dominant eigenvectors are shown as a result of this calculation, embodied as node ranks **2001**, and assigned to each of webpages **2000** in the graph of webpages. By visiting each of webpages **2000**, a user can see the "importance" of a webpage in relation to the rest of the webpages **2000** in that graph.

By displaying the scoring mechanism of each link's weighting of this probability, the optimization engine may display the entire process of the algorithm for node ranking in a linked database, rather than simply the final dominant eigenvectors (i.e., node rankings **2001**) which are assigned to each webpage or network document. Providing users with this detailed information may be important to assist them in distributing, funneling, and controlling the final dominant eigenvectors (i.e., node ranking) within their website (i.e., website **2005**). Without this knowledge, the method for node ranking webpages in a linked database is essentially a "black box." That is, while users may know the node ranking of a webpage or network document, they do not know the LINK FLOW Distribution, or the set of transition probabilities or adjacency functions (e.g., $l(p_i,p_j)$) that determine those final eigenvectors. Typically, website owners simply make changes, and wait for the search engine to recalculate the node ranking algorithm and to display the revised results (which can take up to a month or more for a typical search engine to re-crawl the website). By showing them the LINK FLOW Distribution, and by allowing users to request immediate re-crawls of a website, each adjacency function can be modified to tweak the final eigenvectors by a precise amount. An optimization engine may further provide individual link scorecards **2002** for each link within website **2005**. Link scorecards **2002** each provide a score **2003** for the corresponding link.

Using the optimization engine, a user may visually navigate through the path taken by a search engine when analyzing a website and crawling through the network of websites or webpages during the analysis. As illustrated above, a user may begin by requesting the analysis of a website. In order to determine how the website was analyzed and scored, the user may navigate through the analysis, essentially following the path taken by the search engine to produce the score. Referring again to FIG. **6**, a user may begin by viewing the website dashboard **600** displaying an overview of the website for which analysis was requested. The user may then navigate to each of the webpages in the website contributing to the website's score through webpage listings **605** and view a corresponding scoresheet, e.g., scoresheet **603**. Scores may be determined based on the same metric and thus, an analysis and score for a first page, website or link may be compared with a second page, website or link, respectively, using the scores. In one arrangement, an optimization engine may provide a comparison of an analysis of the first page with an analysis of the second page (e.g., a side by side comparison). A user may drill down to a further level of detail by reviewing factors contributing to each webpage's score (e.g., by viewing scorecard **615**). The user may further follow links that are analyzed by the search engine when scoring the website or webpage. Using these links, the user may navigate the path taken by the search engine when crawling for data and performing the website analysis. For example, from scoresheet **603**, a user may view link listings **607***b* that were analyzed by the search engine. The user may then navigate to link scorecards **619** or proceed to a webpage scoresheet **623** of a linked page using the link. Thus, the user is navigating through the network (e.g., Internet) from the perspective of the search engine.

FIG. **21** illustrates an example method of navigating through a series of websites, webpages, and links using an optimization engine. In step **2100**, a user may request an analysis of a particular website. In step **2105**, the optimization engine may return a score and an analysis of the website. The analysis may include scoring data generated and algorithms used by the search engine. In step **2110**, the optimization engine may receive a request to navigate to a portion of the analysis that includes an analysis of at least one link. For example, a user may request to see the scoresheet (e.g., scoresheet **603** of FIG. **6**) of a particular webpage in the website. The scoresheet may include an analysis of one or more links. In step **2115**, the optimization engine may display the requested portion of the analysis (e.g., the scoresheet of a webpage) to the user. In step **2120**, the user may subsequently request to view a scorecard (e.g., link scorecard **619** of FIG. **6**) of a link contributing to the score of the webpage and website. In step **2125**, the link scorecard may be displayed to the user. In step **2130**, the user may request to follow the link. In response to the request, the optimization engine may generate and display a webpage scoresheet of the page to which the link is directed in step **2135**. Accordingly, a user may continue to navigate the network in this fashion, viewing the path taken by the search engine and the analysis performed along the way. This provides the user with an in-depth view of how a search engine operates and ranks various webpages and network documents and how the user may affect his or her website's ranking from the perspective of the search engine.

FIGS. **22**A and **22**B illustrate a private label interface for accessing and using an optimization engine. A private label interface **2200** allows a customer or client to have their logos, brands, images, banners, audio, video, text and the like placed in the optimization engine interface. Thus, instead of a generic or optimization engine specific interface, the inter-

face may include logos **2203** and images **2205** that create the appearance and feel of the customer or client's website. FIG. **22**B shows that the customer or client's branding persists through each portion of the optimization engine.

To provide access to a private label interface such as interface **2200** of FIGS. **22**A & B, a customer or client may place a search bar on their website as illustrated in FIG. **23**. The search bar **2303** of FIG. **23** may include code which allows the optimization engine to remember from where the user originated and will display the appropriate branding even when the user returns at a later date. In particular, the optimization engine may associate a user with a particular customer or client's website if they originated from the customer or client's optimization engine search bar even when the user enters via the generic optimization engine's website.

FIGS. **24**A-C illustrate interfaces through which an optimization engine may be customized. FIG. **24**A, for example, illustrates a customization overview where each of the images, banners, symbols, text chunks are listed to identify what will be shown in a live version. Customization overview **2400** may further provide an option **2403** to preview the optimization engine prior to publishing the branded engine to a live environment. Each listing **2401** may further specify a date that the advertisement piece was pushed live. Additionally, each listing **2401** may include a location **2405** of the advertisement piece (e.g., where an image is pulled or uploaded from) and an option **2407** to upload or change the listing. Once a user has finalized the engine, the user may choose the go live option **2409** to publish all of the advertisement pieces to their live customized engine.

FIG. **24**B illustrates an interface from which a code segment may be copied or downloaded onto a customer's website for integration of a search bar that links to the customized optimization engine.

FIG. **24**C illustrates a text upload interface for inserting text into the customized optimization engine and FIG. **24**D illustrates an advertisement or image upload interface for inserting images into the customized engine.

FIG. **25**A illustrates a customer home interface where an optimization engine customer may manage one or more aspects of his or her account. For example, in interface **2500**, a user may choose from a variety of options including editing customer information, purchasing or canceling an OEM package, adding or managing websites, managing a custom optimization engine (e.g., interface **2200** of FIGS. **22**A & B), viewing OEM information, viewing child OEM customers, viewing the latest OEM customer manual, reviewing an agreement with the optimization engine company, taking a test drive and learning more about the optimization engine.

FIG. **25**B illustrates an interface through which a user may view the websites to which he or she has subscribed or for which the user has purchased an analysis. In interface **2501**, for example, the customer has one subscription **2503** to www.seoeng.com. Options **2505** may be provided for viewing the website dashboard **2505***a*, re-crawling the website **2505***b*, managing scheduled crawls (e.g., deleting, adding, changing schedule) **2505***c* and managing rules **2505***d*.

FIG. **26** illustrates an interface through which an optimization engine customer may filter a page listing based on a specified criterion. Filtering criteria may include URL, MARKET FOCUS, META Titles, META Descriptions and/or META Keywords. A user may enter the wildcard phrase or keyword to filter in field **2601**, select the criteria to be filtered through drop down menu **2603** and filter option **2605**. The pages listed may then be filtered and a new page list may be displayed that match the specified parameters.

FIG. **27**, on the other hand, illustrates an interface **2700** through which an optimization engine customer or user may filter a link listing based on various criteria. For example, link in listing **2701** may be filtered based on a keyword in the anchortext. Alternatively, a user may choose quick filtering options **2703**. Options **2703** are predefined filters that may be used to identify broken links **2703***a*, dangling links **2703***b*, editorial links **2703***c*, nofollow links **2703***d*, reciprocal links **2703***e* and sessionid links **2703***f*.

As described in detail above, a navigable, transparent search engine which can be utilized to inspect how a search engine works may be used to optimize websites and other network documents. Such an optimization engine or tool may reside alongside a traditional search engine, and represent the navigation and transparency of that search engine.

It should be understood that any of the method steps, procedures or functions described herein may be implemented using one or more processors in combination with executable instructions that cause the processors and other components to perform the method steps, procedures or functions. As used herein, the terms "processor" and "computer" whether used alone or in combination with executable instructions stored in a memory or other computer-readable storage medium should be understood to encompass any type of now known or later developed computing devices and/or structures including but not limited to one or more microprocessors, special-purpose computer chips, field-programmable gate arrays (FPGAs), controllers, application-specific integrated circuits (ASICs), combinations of hardware/firmware/software, or other special or general-purpose processing circuitry.

The methods and features recited herein may further be implemented through any number of computer readable media that are able to store computer readable instructions. Examples of computer readable media that may be used include RAM, ROM, EEPROM, flash memory or other memory technology, CD-ROM, DVD or other optical disk storage, magnetic cassettes, magnetic tape, magnetic storage and the like.

Although specific examples of carrying out the invention have been described, those skilled in the art will appreciate that there are numerous variations and permutations of the above-described systems and methods that are contained within the spirit and scope of the invention as set forth in the appended claims. Additionally, numerous other embodiments, modifications and variations within the scope and spirit of the appended claims will occur to persons of ordinary skill in the art from a review of this disclosure.

What is claimed is:

**1**. A method comprising:

receiving, by a computing system having at least one processor, a first request to analyze a first network document, the first request including an identifier of the first network document;

in response to the first request:

analyzing, by the computing system, the first network document according to one or more search engine algorithms;

generating a display of a first scoring analysis including a first score of the first network document; and

generating a display of an option to view a second scoring analysis of a second network document within the first network document, wherein the second network document includes at least one link contributing to the first scoring analysis;

in response to receiving a selection of the option to view the second scoring analysis, generating a display of results of the second scoring analysis including a second score

of the second network document, wherein the display of the results of the second scoring analysis includes a link flow distribution that indicates a likelihood that a user will access the second network document relative to a third network document within the first network document, and wherein the display of the results of the first scoring analysis includes at least one factor contributing to the first score and wherein the display of the results of the second scoring analysis does not include the at least one factor contributing to the first score;

receiving a second request to view a third scoring analysis of the at least one link, wherein the third scoring analysis includes an evaluation of one or more traffic-independent attributes of the at least one link, wherein the one or more traffic-independent attributes of the at least one link is different from attributes of a network destination specified by the at least one link; and

in response to receiving the second request, generating a display of results of the third scoring analysis of the at least one link including the one or more traffic-independent attributes.

**2**. The method of claim **1**, wherein the results of the second scoring analysis includes a listing of links evaluated in the second scoring analysis and wherein the method further comprises:

receiving a request to filter the listing of links based on a specified criteria; and

in response to the request, generating a display of a second listing of links matching the specified criteria.

**3**. The method of claim **1**, further comprising:

receiving a third request to access the network destination specified by the at least one link; and

in response to the third request, performing a fourth scoring analysis on at least one non-traffic attribute of the network destination and generating a display of results of the fourth scoring analysis.

**4**. The method of claim **1**, wherein the first scoring analysis includes analyzing link statistics.

**5**. The method of claim **1**, wherein the second scoring analysis includes determining a category of content included in the second network document.

**6**. The method of claim **1**, further comprising receiving a third request to create an alert for at least one scoring factor used in at least one of: the first scoring analysis, the second scoring analysis and the third scoring analysis.

**7**. The method of claim **1**, further comprising:

monitoring for a specified condition associated with the first network document;

determining whether the specified condition has occurred; and

in response to determining that the specified condition has occurred, performing a predefined action.

**8**. The method of claim **1**, further comprising receiving a third request to generate a report including scoring analyses for a plurality of network documents within the first network document.

**9**. The method of claim **1**, wherein at least one of the first, second and third scoring analyses includes a listing of links and wherein the method further comprises:

filtering the listing of links based on a user specified parameter.

**10**. The method of claim **1**, wherein at least one of the first, second and third scoring analyses includes a listing of network documents and wherein the method further comprises:

filtering the listing of network documents based on a user specified parameter.

**11**. The method of claim **1**, further comprising generating a displayable interface including one or more search results, the one or more search results including the first network document, and wherein the interface further includes an attribute evaluated in the first scoring analysis and a value of the attribute determined in the first scoring analysis.

**12**. A non-transitory computer-readable medium storing computer-readable instructions that, when executed by a computing device, cause the computing device to:

receive a first request to analyze a first network document, the first request including an identifier of the first network document;

in response to the first request:

analyze the first network document according to one or more search engine algorithms;

generate a display of a first scoring analysis including a first score of the first network document; and

generate a display of an option to view a second scoring analysis of a second network document within the first network document, wherein the second network document includes at least one link contributing to the first scoring analysis;

in response to receiving a selection of the option to view the second scoring analysis, generate a display of results of the second scoring analysis including a second score of the second network document, wherein the display of the results of the second scoring analysis includes a link flow distribution that indicates a likelihood that a user will access the second network document relative to a third network document within the first network document, and wherein the display of the results of the first scoring analysis includes at least one factor contributing to the first score and wherein the display of the results of the second scoring analysis does not include the at least one factor contributing to the first score;

receive a second request to view a third scoring analysis of the at least one link, wherein the third scoring analysis includes an evaluation of one or more traffic-independent attributes of the at least one link, wherein the one or more traffic-independent attributes of the at least one link is different from attributes of a network destination specified by the at least one link; and

in response to receiving the second request, generate a display of results of the third scoring analysis of the at least one link including the one or more traffic-independent attributes.

**13**. The non-transitory computer-readable medium of claim **12**, wherein the results of the second scoring analysis includes a listing of links evaluated in the second scoring analysis, the non-transitory computer-readable medium storing computer-readable instructions that, when executed by the computing device, cause the computing device to:

receive a request to filter the listing of links based on a specified criteria; and

in response to the request, generate a display of a second listing of links matching the specified criteria.

**14**. The non-transitory computer-readable medium of claim **12**, storing computer-readable instructions that, when executed by the computing device, cause the computing device to:

receive a third request to access the network destination specified by the at least one link; and

in response to the third request, perform a fourth scoring analysis on at least one non-traffic attribute of the network destination and generating a display of results of the fourth scoring analysis.

15. The non-transitory computer-readable medium of claim 12, wherein the first scoring analysis includes analyzing link statistics.

16. The non-transitory computer-readable medium of claim 12, wherein the second scoring analysis includes determining a category of content included in the second network document.

17. The non-transitory computer-readable medium of claim 12, storing computer-readable instructions that, when executed by the computing device, cause the computing device to:

receive a third request to create an alert for at least one scoring factor used in at least one of: the first scoring analysis, the second scoring analysis and the third scoring analysis.

18. The non-transitory computer-readable medium of claim 12, storing computer-readable instructions that, when executed by the computing device, cause the computing device to:

monitor for a specified condition associated with the first network document;

determine whether the specified condition has occurred; and

in response to determining that the specified condition has occurred, perform a predefined action.

19. The non-transitory computer-readable medium of claim 12, storing computer-readable instructions that, when executed by the computing device, cause the computing device to:

receive a third request to generate a report including scoring analyses for a plurality of network documents within the first network document.

20. The non-transitory computer-readable medium of claim 12, wherein at least one of the first, second and third scoring analyses includes a listing of links, the non-transitory computer-readable medium storing computer-readable instructions that, when executed by the computing device, cause the computing device to:

filter the listing of links based on a user specified parameter.

21. The non-transitory computer-readable medium of claim 12, wherein at least one of the first, second and third scoring analyses includes a listing of network documents, the non-transitory computer-readable medium storing computer-readable instructions that, when executed by the computing device, cause the computing device to:

filter the listing of network documents based on a user specified parameter.

22. The non-transitory computer-readable medium of claim 12, storing computer-readable instructions that, when executed by the computing device, cause the computing device to:

generate a displayable interface including one or more search results, the one or more search results including the first network document, and wherein the interface further includes an attribute evaluated in the first scoring analysis and a value of the attribute determined in the first scoring analysis.

23. An apparatus comprising:

a processor; and

memory storing computer-executable instructions that, when executed by the processor, cause the apparatus to:

receive a first request to analyze a first network document, the first request including an identifier of the first network document;

in response to the first request:

analyze the first network document according to one or more search engine algorithms;

generate a display of a first scoring analysis including a first score of the first network document; and

generate a display of an option to view a second scoring analysis of a second network document within the first network document, wherein the second network document includes at least one link contributing to the first scoring analysis;

in response to receiving a selection of the option to view the second scoring analysis, generate a display of results of the second scoring analysis including a second score of the second network document, wherein the display of the results of the second scoring analysis includes a link flow distribution that indicates a likelihood that a user will access the second network document relative to a third network document within the first network document, and wherein the display of the results of the first scoring analysis includes at least one factor contributing to the first score and wherein the display of the results of the second scoring analysis does not include the at least one factor contributing to the first score;

receive a second request to view a third scoring analysis of the at least one link, wherein the third scoring analysis includes an evaluation of one or more traffic-independent attributes of the at least one link, wherein the one or more traffic-independent attributes of the at least one link is different from attributes of a network destination specified by the at least one link; and

in response to receiving the second request, generate a display of results of the third scoring analysis of the at least one link including the one or more traffic-independent attributes.

24. The apparatus of claim 23, wherein the results of the second scoring analysis includes a listing of links evaluated in the second scoring analysis, and wherein the memory stores computer-executable instructions that, when executed by the processor, cause the apparatus to:

receive a request to filter the listing of links based on a specified criteria; and

in response to the request, generate a display of a second listing of links matching the specified criteria.

25. The apparatus of claim 23, wherein the memory stores computer-executable instructions that, when executed by the processor, cause the apparatus to:

receive a third request to access the network destination specified by the at least one link; and

in response to the third request, perform a fourth scoring analysis on at least one non-traffic attribute of the network destination and generating a display of results of the fourth scoring analysis.

26. The apparatus of claim 23, wherein the first scoring analysis includes analyzing link statistics.

27. The apparatus of claim 23, wherein the second scoring analysis includes determining a category of content included in the second network document.

28. The apparatus of claim 23, wherein the memory stores computer-executable instructions that, when executed by the processor, cause the apparatus to:

receive a third request to create an alert for at least one scoring factor used in at least one of: the first scoring analysis, the second scoring analysis and the third scoring analysis.

29. The apparatus of claim 23, wherein the memory stores computer-executable instructions that, when executed by the processor, cause the apparatus to:

monitor for a specified condition associated with the first network document;

determine whether the specified condition has occurred; and

in response to determining that the specified condition has occurred, perform a predefined action.

**30**. The apparatus of claim **23**, wherein the memory stores computer-executable instructions that, when executed by the processor, cause the apparatus to:

receive a third request to generate a report including scoring analyses for a plurality of network documents within the first network document.

**31**. The apparatus of claim **23**, wherein at least one of the first, second and third scoring analyses includes a listing of links, and wherein the memory stores computer-executable instructions that, when executed by the processor, cause the apparatus to:

filter the listing of links based on a user specified parameter.

**32**. The apparatus of claim **23**, wherein at least one of the first, second and third scoring analyses includes a listing of network documents, and wherein the memory stores computer-executable instructions that, when executed by the processor, cause the apparatus to:

filter the listing of network documents based on a user specified parameter.

**33**. The apparatus of claim **23**, wherein the memory stores computer-executable instructions that, when executed by the processor, cause the apparatus to:

generate a displayable interface including one or more search results, the one or more search results including the first network document, and wherein the interface further includes an attribute evaluated in the first scoring analysis and a value of the attribute determined in the first scoring analysis.

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